

Automotive Daily News

PASSENGER

TRUCK



TIRES

TRACTOR

ACCESSORIES

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WILLYS-OVERLAND PUSH PRODUCTION

STUDEBAKER TO SPEED OUTPUT TO 14,000 CARS

October Production Is
To Be Increased by
4,000 Machines

SOUTH BEND, Sept. 12.—“Speed up production!” is the ukase delivered by A. R. Erskine, president of the Studebaker Corporation, to his department heads as the final quarter sails over the horizon. With practically no cars at branches and sales continuing to exceed the output, Mr. Erskine is determined to lift the October production from 10,000 to 14,000 cars.

Capacity operations at the plant are therefore assured with the daily output running to 600 cars a day. Studebaker expects to practically double its sales compared to the similar period last year. Its actual sales will probably run over 37,000 cars against 18,921 a year ago and it will earn at least \$4,500,000 compared with \$2,131,000 net in the third quarter of 1924.

With \$5.24 a share earned for 1,875,000 common shares after all charges in first half year, Studebaker on basis of \$4,500,000 net in the third quarter will for the nine months show \$7.56 a share. It will be no surprise if by October 1 it has actually earned \$8 a share, or twice the full year's \$4 dividend.

To September 1, Studebaker had sold 93,416 cars, against 65,669 a year ago. In spite of this increase of over 50 per cent. the stocks of cars at its own five retail branches are less than 1,000. This condition is true of dealers the country over. Cars in transit to dealers not yet invoiced at the same five retail branches September 1, totaled only 3,264, against 9,009 September 1, 1924. This is another sidelight upon dealer inventory status.

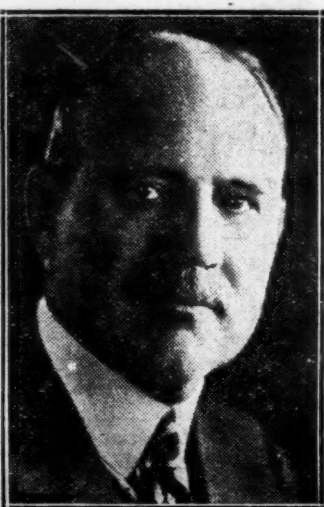
Truck Shipments In Notable Gain

Detroit, Mich., Sept. 12.—Reports issued by Continental Motors Corporation regarding shipment in August show an increase of 75 per cent. over the shipments made in August, 1924. Shipments of truck motors show the largest gain, closely followed by shipments of bus motors—additional evidence, if it were needed, of the extreme rapidity with which truck and bus transportation is assuming the commanding place.

CLEVELAND SIX DEALERS IN FIFTH CONVENTION

Cleveland, Sept. 12.—The fifth Cleveland Six dealers' convention is being held at the Hollenden Hotel. Hundreds of distributors and dealers handling Cleveland cars in various sections of the country are present. Conferences with factory officials are taking much of the time of the meeting.

CHARLES W. NASH, president of the Nash Motors Company, now in the process of its greatest expansion. Present plants are working at full capacity.



NASH PREPARES NEW FACTORY UNIT

Kenosha, Wis., Sept. 12.—The Nash Motors Company will begin operation of their new assembly plant, just completed, here, on September 15. The increased production capacity provided in the expansion program will make it possible for the local plant to exceed a daily production schedule of 300 cars. The Milwaukee plant of the Nash Motors Company is continuing at capacity production with an average of 125 cars per day. Three more new buildings are in process of completion at the Kenosha plant and it is expected that these will be ready for operation before the winter is over.

DENMARK IMPORTS

Washington, D. C., Sept. 12.—June imports by Denmark were 342 automobiles, July imports, 479 automobiles and 25 motorcycles.

G. M.-Austin Deal Off, New Merger Rumored

LONDON, Sept. 12.—The protest of several directors and shareholders blocked the proposed merger of the Austin Motor Company with the General Motors Corporation, it was reported today.

The growing feeling of opposition against the move is said to have prompted General Motors to withdraw its original offer and the probability now is that the Austin company will proceed with its capital reorganization.

Austin stock has dropped from 9s. 6d. to 8s. since the announcement of the proposed sale.

Sir H. Austin of Austin Motors stated that breaking off of negotiations by General Motors Corporation for control of the company was a great disappointment to him. But he refused further comment.

SALES OF NEW CADILLAC SHOW HEAVY INCREASE

Weekly Retail Sales
Largest in History
Of Company

Detroit, Sept. 12.—Sales of the new model Cadillac during the first three weeks following its announcement were 51 per cent. higher than those during the first three weeks following the introduction of the V-63, two years ago, and 70 per cent. higher than during the corresponding three weeks of 1924, according to announcement by the Cadillac Motor Company. Retail sales each week since the new car's announcement have also been the largest in the company's history.

The new car, with its improved performance, smarter appearance, greater comfort and reduced price is responsible for the sharp upward turn in Cadillac sales, according to Lynn McNaughton, vice-president and general sales manager of the company.

“While our sales,” Mr. McNaughton states, “have greatly increased among owners who habitually buy cars of the highest grade, possibly the most noticeable increase has been among those who formerly purchased lower-priced cars. The demand has been general all over the United States and there has been a decided increase in export demand for distribution in European markets.”

“As Cadillac sales have consistently during the past eleven years been greater than the combined sales of all other cars in and above the Cadillac price range,” he continues, “this means that we are now making the greatest sales record ever attained by any organization building cars of the highest grade.”

“Following the completion of our new foundries and the installation of new machinery, jigs, tools and dies for the production of the new car, we have been working night and day to speed production as rapidly as possible consistently with Cadillac quality.”

LYNN McNAUGHTON, vice-president and general manager of the Cadillac Motor Car Company, which reports the greatest sales of its new models in the history of the company.



HUDSON BUILDS 1,200 CARS A DAY

Detroit, Sept. 12.—Hudson Motor Car Company's August production was 27,500 Hudson and Essex cars, compared with approximately 30,000 for July. The factory reports September production is proceeding at the rate of 1,200 a day, which indicates between 27,000 and 30,000 for the month.

Response to new low prices has exceeded expectations and the company is experiencing a revival of demand from important agricultural sections heretofore somewhat dormant. Sales officials declare the outlook is for continuation of record breaking sales throughout most of the winter.

Birnie Is Named Paige Official

Detroit, Sept. 12.—Harry M. Jewett, president of the Paige Detroit Motor Car Company, announces the appointment of O. W. Birnie as assistant treasurer of the company, succeeding the late B. C. Young. Mr. Birnie has been general auditor of the Haynes Ionia Company, maker of automobile bodies at Grand Rapids, Mich., for the last five years.

DURANT OFFICIALS TO PLAN ON ADVERTISING

Oakland, Cal., Sept. 12.—Norman Devaux, active head of Star and Durant interests in the West, and James Houlihan, advertising counsel, left tonight for New York to confer with W. C. Durant and other officials on the proposed Star Six and an extensive Flint advertising campaign in the West. They will visit the Flint factory and other Durant units while in the East. Houlihan, who is also California state counsel for Lincoln Highway Association, will confer with Henry B. Joy.

PRICE DROP ON SEDAN EXPECTED TO BOOST SALES

From 20,000 to 25,000
Cars Planned for
Sept. Output

Toledo, Sept. 12.—Just as the Willys-Overland Company steps into big fall production, John N. Willys, president, announces a price cut of \$60 on the standard Overland sedan, bringing the new sale figure at the factory to \$595. This is the lowest price at which a full-sized sedan with sliding gear transmission has ever been sold, the company states.

Increased production, with new economies in factory, including rearrangement of departments and new equipment, makes the figure possible, it has been announced.

Between 20,000 and 25,000 automobiles will be built during this month if present plans are carried through. Decks are cleared and production lines are moving rapidly.

The company has started taking on men in practically all departments. During August the payroll ran a little under 10,000 workers. This is being rapidly increased so that it is expected 12,500 to 13,000 men will be working in the Toledo factories before the end of September.

Nothing in quality or equipment has been eliminated to bring the lower price. In fact, several improvements have been added.

Among these are the latest one-piece windshields, giving full and unobstructed vision and ventilation. Cushions are wider and deeper and nickel trimming on radiator and headlights are featured.

The Overland sedan announced three months ago has been the fastest selling closed car of the line, establishing new sales records in every section of the country.

Much rearranging of machinery and equipment has been done and hundreds of short cuts and savings introduced into the manufacturing program.

CHINA SALES GOOD

Washington, D. C., Sept. 12.—June automobile sales in Shanghai were reported better but far from normal. Imports for June: United States, 76; Great Britain, 29; Canada, 50; France, 7.

To Reduce Prices on New Chandler Models

Cleveland, Sept. 12.—Lower prices will prevail for the new Chandler models for 1926 soon to appear on the market, according to advance announcements from the factory here. The models will be entirely altered and the price reduction will be a decided one, it is reported.

Detroit Dooms Trolley Lines for Bus Service

Special from A. D. N. Detroit Bureau

DETROIT, MICH., Sept. 12.—Detroit has decided to embark on an undertaking that will be followed with the closest attention by transportation experts all over the world when she scraps the rails and overhead trolley equipment of a street railway and replaces the rolling stock with twenty-one-passenger buses.

The city is no stranger to the operation of the motor coach as a means of urban transportation by the municipally-owned trolley lines. Their success here has been so outstanding that it is actually entitled to the adjective "phenomenal," but the present plan is so novel and original that it is sure to attract widespread attention.

Within 30 days the rails and trolley equipment on the 5.2 miles of the Porter Street car line will have been torn up and the passengers will be serviced with 15 motor coaches of the 21-passenger, single deck type made by Graham Brothers' division of Dodge Brothers, Inc., and familiarly known as Dodge-Graham coaches. Detroit is already operating 84 of these buses, and the present additional order of 64 are specified to be delivered within 40 days at a cost of \$3,982 each.

When it is considered that it costs on the average about \$185,000 per mile to equip an urban trolley line, without allowance for power houses and so on, the cost of the motor coach appears negligible. There can be no doubt about the growing popularity of the motor coach, either. When their use was begun in January, 1925, there were 72,136 revenue miles covered, carrying 256,121 passengers; in July, the latest month for which figures are now available, there were 279,009 revenue miles of operation, with a passenger patronage of 1,064,550.

Farmers Enter Prosperous Era

Lansing, Mich., Sept. 12.—That agriculture is entering a period of prosperity apt to continue for years, is the news to be gleaned from reports received by the Reo Motor Car Company.

Accurate estimates of the farm income for 1925 are several millions of dollars above the high figure for 1924, which was \$10,335,000, according to the Reo figures. Farm buying power now is reported as 7.7 per cent. higher than it was during the period between 1909 and 1913, and 10.5 per cent. higher than during the 1922-25 period.

FOURTH PRICE CUT FOR HUDSON-ESSEX IN CANADA

Vancouver, B. C., Sept. 12 (U. T. P. S.).—Looking forward to a splendid business during the last quarter of the present year, there has been another large reduction in the prices of the entire line of the Hudson-Essex cars in Canada. This, the fourth reduction in Canada in one year, brings the Hudson coach down more than \$300 from its year ago price, and the Essex coach about \$200 less, while the Hudson sedan is reduced about \$550.

U.S. Consumes 235,000 Tons of Rubber

Washington, D. C., Sept. 12.—Department of Commerce figures announced today say that domestic consumption of crude rubber during the first seven months of 1925 reached 233,875 tons. This report was based on figures from 457 American factories. The department report added that this includes at least 99 per cent. of the plants, which means that total consumption was not in excess of 235,000 long tons. Company reports did not include balata, guayule, gutta percha, gutta siak, gutta jelutong, pontianak or reclaimed rubber. Detailed figures in pounds are as follows:

	Plantation.	Para.	All other.	Total.
January	66,426,162	2,429,039	1,217,489	70,072,681
February	64,047,275	2,166,149	1,422,866	67,635,990
March	71,220,317	2,493,393	1,437,920	75,151,630
April	72,006,516	2,814,240	1,433,116	76,253,872
May	74,039,744	2,758,088	947,461	77,745,293
June	74,875,374	2,634,097	1,263,471	78,762,942
July	73,544,214	3,264,748	1,459,892	78,268,854
Total pounds	496,158,602	18,549,554	9,191,106	523,899,262

FALL DEMAND SPURS PLANTS

Kissel Production High—Ajax, Chevrolet And Fisher Rushed

Hartford, Wis., Sept. 12.—Kissel production and sales continue high above last year. Up to September 1 sales showed a gain of 305 per cent. over the same eight months period of 1924. August sales showed an increase of 576 per cent. over August of last year and a 39.8 per cent. increase over July of this year.

Among the new metropolitan city Kissel distributors added recently are: The Bondy Sales Company of Toledo, O.; the Kissel-Cleveland Sales Company of Cleveland, O.; LaRoche Motor Sales Company of Philadelphia, Pa.; Kissel-Florida Company of Tampa, Fla., and M. J. Hylinger of Buffalo, N. Y.

Racine, Wis., Sept. 12.—The daily production average at the plant of the Ajax Motors Company here is now reaching 100 cars as distribution of the company's product is becoming nation-wide. Foreign demand has jumped to the fore since the introduction of the first cars abroad and the company is now seven weeks behind in production. The September production schedule calls for approximately 2,300 cars.

Janesville, Wis., Sept. 12.—The Janesville plant of the Chevrolet Motor Company is working at capacity, with a production force of 1,300 men. The September production schedule calls for 6,000 cars in the models produced at Janesville. The company is turning out an average of from 35 to 40 of the newly announced ton trucks daily. All parts of the truck chassis, including the frames, are being assembled in the Janesville plant.

Janesville, Wis., Sept. 12.—The Fisher Body Company plant here is now turning out a daily production average of 140 sedans and coaches, with a record set for September of 3,200 bodies. According to Harry Randall, in charge of the Fisher Janesville plant, 57 per cent. of the cars made are closed jobs, with the demand easily reaching 75 per cent. Randall predicted that within a few years the demand for closed cars, as against open cars, would consume from 75 per cent. to 85 per cent. of all car production.

DIRECTING THE WAY—Under a plan of having standard and uniform road signs on all national and state highways the United States Bureau of Public Roads has completed a series of signs. Uniform signs giving information and directions will be posted along the roads as well as signs designating the highways. Photograph shows T. L. Ainsworth, chief draftsman of the bureau, putting the finishing touches on one of the state highway signs.

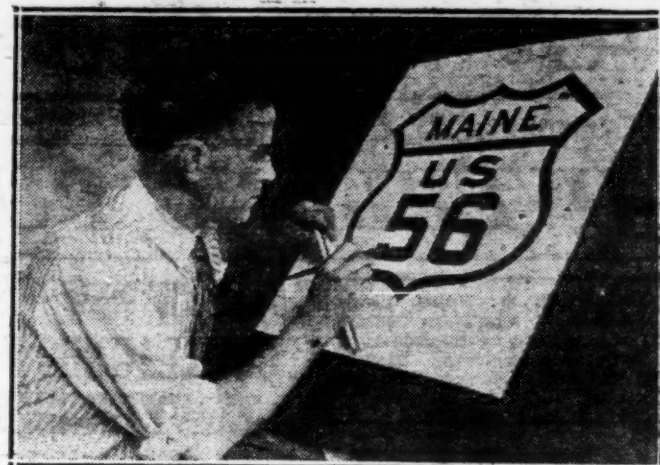


Photo by Underwood and Underwood

Los Angeles to Have Car Show

Alhambra, Cal., Sept. 12.—The Motor Car Dealers' Association of Los Angeles, meeting here yesterday, announced that a closed car salon show will be held in the Biltmore Hotel auditorium October 6-8. This event is one of the red-letter affairs on the social calendar and is attended by the representative leaders of the "400" colony, as well as by notable guests from the East.

The association postponed the annual automobile show from November to early February, directly after the last of the Eastern shows closes. The exhibit will be held in the new Shrine auditorium, which is the largest in the West. This will be the first show to be held in a building. It is proposed to make it the most elaborate ever held west of the Mississippi.

Velie Reports Big Shipments

Moline, Ill., Sept. 12.—Velie Motors Corporation reports shipments during August double those of the corresponding month of last year, exceeding both July and June records, which ran far ahead of 1924, July increase amounting to 69 per cent.

The Velie factory has been working overtime in an effort to keep up with the demand for the new body styles recently introduced. During September the company will announce a new three-passenger coupe body.

FIAT GOAL IS 500 CARS DAILY IN 1926

Washington, D. C., Sept. 12.—The Fiat, according to reports from Italy, is busier than ever and is declared to be turning out 150 cars daily, as compared with an output of 120 reported the latter part of June by the consul in Turin.

The rate of production in 1926 is expected to reach 500 cars daily, when work on the new light model 509 really gets under way.

During the first six months of 1925 Italy exported 15,205 automobiles (which includes all kinds of self-propelled motor vehicles except motorcycles), as compared with 8,244 and 5,865 for the corresponding periods of 1924 and 1923.

DETROIT EMPLOYMENT REACHES TOP AT 246,985

Detroit, Mich., Sept. 12.—Industrial employment is still climbing here. Report by the Employers' Association for the week ended September 8 shows a new high mark of 246,985. This figure comes from the reports of seventy-nine plants, representing approximately two-thirds of the city's industrial employers, and is an increase of 2,983 over last week.

Urges Metal Planes for All Commercial Work

New Haven, Conn., Sept. 12.—The necessity of the all-metal airplane for the success of commercial aviation from an economical viewpoint, was stressed by Glenn Hoppin, representative of the Ford-owned Stout Metal Airplane Company, in an address at Lampson Lyceum this week at the annual Machine Tool Exhibition.

Mr. Hoppin pointed out that, due to the tremendous expense of operation, the production of airplanes for individual use is not within the present range of practicability, and this type of transportation can only be successful when used in an earning capacity. Commercial aviation, he said, needs a particular design that will be different from the military planes. The all-metal plane, which has been perfected by the Ford Company, is the logical basis for successful commercial aviation, because metal construction assures definite calculation of strength and carrying capacity of machines, Mr. Hoppin said.

Mr. Hoppin spoke in the place of William B. Stout, president of the Stout Company.

REEVES ON PROGRAM OF BABSON'S CONFERENCE

Boston, Sept. 12.—Alfred Reeves, general manager National Automobile Chamber of Commerce, will be a speaker at the National Babson's Conference under the auspices of the Babson organization at Babson Park, Massachusetts, on September 26. His topic will be "The Outlook for Trade Associations."

N. A. D. A. SCORES PLANT EXCESS

Over-Production and Dealer Mortality Go Hand in Hand

Peoria, Ill., Sept. 12.—Figures indicating that automobile dealer mortality and over-production by manufacturers go hand in hand, were presented by N. A. D. A. authorities attending the Illinois sales congress here. More than 200 dealers, salesmen, maintenance men and accountants are attending—60 per cent. from other states.

Statistics showed that in 1922 and 1923, over-production at the close of the years amounted to 50,000 cars, and dealer mortality reached 25 and 33 per cent., respectively. In 1924, when there was virtually no over-production, dealer mortality was reduced to 21 per cent., the lowest figure in four years.

Speakers drew attention to the fact that, while automobile manufacturers were commended for their efforts to keep production within sound territorial absorption capacity, dealers were chargeable with responsibility for acquiring improved methods of management which would reduce mortality rates down to 15 per cent. of normal mortality in all American business.

H. B. Ammerman, president of the Illinois Automotive Trade Association, presided. He was assisted by Rollin Travis, president of the Peoria Association.

Truckmen Minus Terminals, Cited

Olympia, Wash., Sept. 12.—Because of their alleged failure to provide adequate terminal facilities, 36 operators of motor freight lines running out of Seattle to various points in the state of Washington have been cited to appear before the State Department of Public Works.

The complaint alleges that the operators have failed to provide adequate depots and that many of them operate from auto freight terminals where the owner of the terminal acts as agent. Some of these agents, according to the complaint, are irresponsible persons.

BULL RESIGNS AS CHIEF ENGINEER FOR G. M. TRUCK

Detroit, Sept. 12.—Arthur A. Bull, chief engineer in the engine division, General Motors Truck Company, has resigned. Mr. Bull for ten years was chief engineer of the Northway Motor and Manufacturing Company, a General Motors division, recently merged with the New Yellow Truck and Coach Manufacturing Company.

CAR COSTS 6.1 CENTS A MILE

Hartford, Conn., Sept. 12.—In an endeavor to arrive at a basis of expense of car operation the state board of finance has applied a test and determined that it costs 6.1-10 cents per mile. In the calculation of the rate of expense every possible element that enters into the operation of a car was considered, including gasoline, oil, tires, garage rent, depreciation and so on.

Chicago Buyers Revive Old Westcott Motor Co.

Springfield, O., Sept. 12.—Purchase of the good will, patterns, patents, tools, dies, parts, etc., of the Westcott Motor Company, now in the hands of a receiver, by Louis A. Miller of Chicago is announced here. The deal was completed through Receiver J. M. Rehe.

Mr. Miller said that space will be rented in the old Westcott factory here, where a limited number of cars will be manufactured and a factory service department maintained. At the present time, he said, it is planned to manufacture only 100 to 200 cars a year, but production may be expanded later.

The principal business, he stated, will consist of furnishing service and parts for the 45,000 Westcott cars now in use.

The Westcott company was thrown in the hands of a receiver a few months ago, when creditors sued to collect on accounts. At that time manufacture of cars was discontinued, and Receiver Rehe liquidated the assets of the company. The factory was sold to a Springfield syndicate, which is renting factory space to various industries.

The consideration for the patents, good will, etc., was not made public.

PLANT INCREASE OVER U. S. SEEN

Ralph S. Lane and D. C. Sweeney Map 1926 Service Plans

MINNEAPOLIS, Minn., Sept. 12.—Motorists are demanding and getting convenience both in the operation of the cars and in the extensive spread of service stations over the country, according to Ralph S. Lane, president of the United Motors Service.

Mr. Lane and D. C. Sweeney, field supervisor of United Motors, were in Minneapolis this week studying field conditions with a view to organizing 1926 sales plans and policies to provide greater accessibility of specialized service in the United States and Canada.

"It is a possibility that the time will come when localized manufacturing plants and distribution depots will be distributed over the country to give better motor service," Mr. Lane stated.

Speaking of the future, Mr. Lane predicts that more efficient engines, with higher compression and securing more miles to the gallon of gasoline, will come in the next few years. Most automobile engineers, he said, expect to perfect gas engines to the point of obtaining 50 miles to the gallon within a few years.

CANADA'S CAR TRAVEL GAINS 50 PER CENT.

Montreal, Sept. 12 (U. T. P. S.).—With thousands of United States and Ontario tourists coming into Montreal this year by motor car, police are faced with a big traffic problem. No record of the number of foreign cars arriving in Canada's metropolis is available, but the figure has been fully 50 per cent. greater than last summer, according to the Montreal Convention and Tourist Bureau.

Distributor Doings

Green Bay, Wis., Sept. 12 (By U. T. P. S.).—Word has just been received here telling of the appointment of W. J. Robinson, Jr., formerly of this city, as secretary-treasurer and general manager of the Miller-Robinson Company, Inc., at Indianapolis. The new corporation is capitalized at \$100,000 and will act as distributors for the Oakland in northern Indiana.

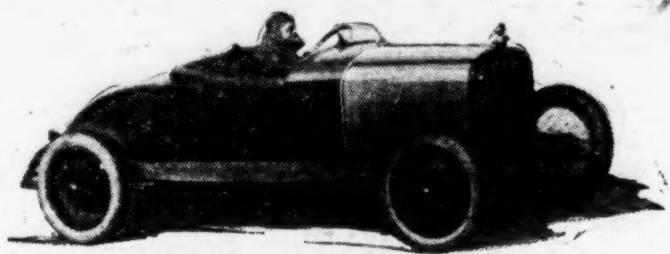
Columbus, O., Sept. 12 (U. T. P. S.).—The Scioto Motors Company, central Ohio distributor for the Moon and Diana, has started the erection of a modern sales room and service station, which will be completed about November 1. The structure will be of brick, steel and concrete, one story and basement.

San Francisco, Sept. 12 (U. T. P. S.).—The Stutz franchise for this district has been awarded to the Benson Motor Company, of which W. J. Benson is president and J. H. Bennett vice-president. The company will have charge of distribution throughout all of northern California as well as Nevada and the Hawaiian Islands.

Satna Rosa, Cal., Sept. 12 (U. T. P. S.).—The Central Garage of this city has been appointed the Peerless distributor for Sonoma, Mendocino and Lake counties.

New Orleans, La., Sept. 12.—After several years' absence from the trade, Lucien Zilbermann has returned to the automobile business and is distributor for the Stearns-Knight. He has incorporated under the name of the Stearns Motor Car Company of Louisiana and Mississippi.

A CHANDLER SIX, driven by Charles Myers, broke all previous records at the annual Pike's Peak climb at Colorado Springs on Monday, September 7. In winning the climb the car took the hill at a thrilling speed of 17 minutes 48 4-5 seconds.



New Florida Laws Provide Pump Inspection

Tallahassee, Fla., Sept. 12.—Recent legislative acts enable the inspection division of the Department of Agriculture to give the gasoline-buying public of Florida much better service than heretofore. Each pump in the state for selling gasoline and oil is visited and tested by the inspectors at least once in thirty days.

It is estimated that the amount of tax surplus from the gasoline levy to be turned back to the state by the Department of Agriculture of Florida this year will be \$500,000. The estimate was made when the commissioner had signed checks totaling \$21,216.27, representing the one-eighth of a cent tax on each gallon of gasoline sold in Florida during August.

AUTO'S IMPORTANCE SHOWN BY SURVEY

Washington, D. C., Sept. 12.—That private passenger automobiles carry more than 50 per cent. of the persons going to and from the more densely populated section of Washington was revealed today in a partial report on a survey made by engineering experts on transportation facilities of Washington.

The report also discloses the fact that one-fifth of all persons employed in the District of Columbia ride to work in automobiles.

The automobile is pictured as an important factor in traffic movement in the capital.

STEWART-WARNER TAKES NEW CHICAGO SALESROOM

Chicago, Sept. 12.—The Stewart Warner Speedometer Corporation has purchased property on Michigan Avenue and will revamp the two-story building as a sales and service quarters. A lot at the rear has also been purchased by the accessory house and will be improved with a building adequate to meet immediate demands. The Michigan Avenue structure is now occupied by the Smith-Sauer Motor Company, Marmon distributors.

EXHAUST LICENSE PLATES

Carson City, Nev., Sept. 12 (U. T. P. S.).—The total registration of motor vehicles in Nevada will be more than 20,000 before the year ends. The original stock of 20,000 plates ordered by the state is practically exhausted and 500 additional have been ordered.

TRAFFIC INCREASED

Toronto, Ont., Sept. 12 (U. T. P. S.).—A statement has just been issued by S. L. Squire, deputy minister of highways for Ontario, that the recent traffic census reveals traffic upon the roads of this province to be about 25 per cent. greater this season than last.

GREATER THAN N. Y. BUDGET

Washington, D. C., Sept. 12.—Federal motor taxes collected in the fiscal year 1924 were \$158,000,000, or \$4,000,000 more than the budget of the state of New York.

RECORD RUSH AT FISHER PLANT

Pontiac, Mich., Sept. 12.—According to a statement issued today by R. E. Brown, general manager of the Fisher Body plant in this city, the employment figure has just passed the 3,000 mark and a night shift in the wood-working department has been made necessary by the steady rush of orders.

"The plant is experiencing its biggest rush right now," he declared, "and from all the indications that reach us we are going ahead with every confidence that there will be no let-up at all during any part of the fall months. At the present time our output is about evenly split between supplying bodies for the Oakland Motor Car Company here and the Buick plant in Flint."

The Fisher unit in this city is one of the most modern automobile building plants in the world and was a pioneer in the use of Duco paint.

New Castle, Ind., Sept. 12 (U. T. P. S.).—The Chrysler plant is to be electrified as soon as installation can be effected. Contracts have been signed for 1,500-horsepower of electrical energy.

Closer Buying, but More Sales in Used Car Market

NEW YORK, Sept. 12.—This season has been a particularly good one for used cars, not as to price, but as to volume, in the opinion of leading used-car handlers of this city. "Closer buying but more sales," is the way F. M. Larkin, used-car manager for Dodge, characterized conditions.

August was 5 per cent. better than the same month last year at Mr. Larkin's salesrooms, and the month fell only 16 or 17 per cent. short of the peak months in the spring with respect to number of units sold.

Automobile Salesmen Turn Cotton Pickers

NEW ORLEANS, La., Sept. 12.—To assist planters, threatened with loss of portions of their crop because of labor shortage, automobile salesmen of Shreveport held a cotton-picking contest. W. F. Wilson, of George T. Bishop, Inc., was the winner, garnering 240 pounds in eight hours. Charles Petty, of the Webster Motor Company of Minden, was in the lead until he collapsed from the heat.

COST TO OPERATE CAR ONLY 7 CENTS

Washington, D. C., Sept. 12 (U. T. P. S.).—The government figures on the cost per mile to operate a medium priced automobile is 7 cents. The computation is made to provide basis for estimates for budget-making purposes and takes into consideration not only gasoline and tires, but repairs and depreciation.

KANSAS LICENSE TAGS

Topeka, Kan., Sept. 12.—The 1926 model auto license tag in Kansas will be white lettering on a blue background, Frank J. Ryan, secretary of state, has announced.

Sales of used cars in the medium-priced field, according to Mr. Larkin, are holding up considerably better than in the lower-priced makes, the latter in the case of models more than a year old, being a little harder to move.

Of 33 used cars in stock on August 15 at one of the independent medium-priced car showrooms, less than 20 are on hand today, in spite of many additions received via the turn-in route. Reduction of \$200 in price on the new models has resulted in a depreciation of from \$50 to \$100 in 1-year-old cars.

"A reduction in price does not immediately speed sales. If anything, the immediate effect is to make buyers cautious. My experience has been that people will buy more readily on a rising market," said the manager.

A visit to the offices of a popular low-priced car revealed an inventory of about \$10,000, as compared to a winter inventory of about \$25,000. The present inventory is larger than prevailed a month ago.

"The turnover is rapid," said the manager. "I should estimate that we have about 35 on hand now. We prefer not to take anything in trade which sells for over \$500. The future outlook is bright. I notice that whenever we advertise we get leads, including many from New Jersey and other out-of-town sections."

Mr. Larkin commented at some

(Continued on page 6)

for Economical Transportation



Chevrolet is the world's third largest builder of commercial vehicles. Naturally Chevrolet dealers derive a good profit from the sale of Chevrolet commercial cars and trucks for business use.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.
Division of General Motors Corporation

Touring . . .	\$525	Coupe . . .	\$675	Commercial Chassis . . .	\$425
Roadster . . .	525	Coach . . .	695	Express Truck Chassis . .	550
		Sedan . . .	775		

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QUALITY AT LOW COST

Automotive Daily News

"Of, By and For the Entire Automotive Industry."

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Enemies?

NOT long ago Charles Donnelly, president of the Northern Pacific Railway, told the Interstate Commerce Commission that short-haul motor bus transportation was rapidly relieving the railroad of that class of traffic. He also predicted that the motor truck would make serious inroads on the short-haul freight business.

The obvious inference is that the railways look on the motor bus and the motor truck as a dangerous enemy, but the chances are that eventually these agents of highway transportation will become staunch allies of the railed carriers. There is no question that the motor bus and truck are destined to become important links in our transportation system, but it is equally certain that they will be operated by the railways to a large extent. The railroads are already expert in handling transportation problems. The new agents of transport will drift inevitably into their hands, because they are best fitted to operate them.

Some time ago in Newark, N. J., the so-called jitney made its appearance in alarming numbers. Every one who had an old car and some time on his hands started operating it as a jitney. Travel on the street railway lines fell off to a dangerous degree from the point of view of the operating company. The situation seemed critical, yet today the Public Service Corporation operates bus lines to all parts of the city and suburbs and manages to carry the normal number of passengers on its street cars.

The answer is simply that those who are now handling our transportation know more about it than any one else, and future means of transport are going to need their skill if they are to operate on a paying basis.

Headlights Again

ONE of the perennial controversies in the automotive world regards headlights and lighting. The Federal Bureau of Standards recently recommended that motor car manufacturers employ headlights which can be more easily adjusted and which will not be so prone to get out of correct alignment. The bureau further recommends a nation-wide campaign to provide adequate adjustment facilities; second, to educate car owners to use these, and, third, for strict enforcement of the law.

And, lastly, to accomplish the maximum that we need in lighting control, we must have uniform lighting laws. A step has been made in this direction by the Eastern Conference of Motor Vehicle Administrators, representing twelve Eastern states, who have adopted a list of lighting control devices, which are legal in all these states. But much remains to be done to make the matter national, and the lead in the crusade must be taken by automotive leaders in every community.

Henry Ford's Dearborn Independent is now taking advertising. Now, just what won't that enterprising boy take next? If we were the North Pole or the South Pole, we would shiver on our pedestal.

The Willys-Overland Company has brought to this country a Daimler-Knight of the vintage of 1911 which was formerly the steed of the King of England. Is this a plot of the British to corner the used car market, now that they seem to have the rubber situation so nicely in hand?

The United States Office of Roads announces that there are now 32,000 miles of concrete highway in this country. This type of road has just made its appearance in England, where 250 miles of it have been laid down this year.

Our Own Automotive Family Album

The Boyhood Days of Our Industrious Leaders

By Kessler



JOHN N. WILLYS DIDN'T STAY IN THE LAUNDRY BUSINESS LONG WHEN HE WAS A BOY IN CANANDAIGUA, N.Y.

LAUNCH FIGHT ON EXCISE TAX

Wilmington, N. C., Sept. 12.—State wide interest has followed the convention of the North Carolina Automotive Trade Association in this city last week, owing to the determined campaign launched at that time to have the automobile excise tax repealed. A resolution was adopted which is being distributed throughout the state, calling attention to the fact that excise taxes on all other commodities than automobiles have been removed.

Prominent among the 150 delegates at the convention were Colin Campbell, vice-president of Durant Motors, Howard Wisehaupt of the N. A. D. A., and H. S. Silver of the State Department of Revenue.

The report of the committee on motor laws, submitted by N. A. Riddick of Scotland Neck, was in part as follows:—

"At this particular time it is appropriate for the committee to recommend that the association pass the following resolution. This resolution was passed at the last meeting of the board of directors, and it would be appropriate for the members as a whole to confirm the action of the directors;

"That, whereas, at the next session of Congress a reduction will be made in taxes of about \$300,000,000, and inasmuch as previous tax reductions have in no way affected the excise tax on automobiles and parts, we, the North Carolina Automotive Trade Association, in meeting assembled September 8, 1925, resolve as follows:—

"Excise tax on practically all other commodities has been repealed, and it is, therefore, unfair to discriminate as to automobiles, since they are used for general welfare of the public and cannot in any sense of the word be construed other than 'an essential utility and means of transportation.'

"The motor vehicle tax is a tax upon transportation and Congress has already repealed the railroad transportation taxes upon both personal and commodity transportation.

"The tax on parts is a tax on misfortune, as the man who pays it has already been penalized by the breakage in having to pay for a new part and he should not be compelled to pay a tax in addition to the cost of the part."

Foreign Notes

London, Sept. 12 (U. T. P. S.).—During the past few months all-British motor shows have been held at Melbourne, Victoria, and Adelaide, South Australia. The groups of manufacturers responsible for promoting these exhibitions are well satisfied with the results obtained and it is probable that similar all-British motor shows will be held periodically in various parts of the Empire.

Sydney, N. S. W., Sept. 12 (U. T. P. S.).—A speedway built of reinforced concrete with a lap of five-sixths of a mile, has been opened at Maroubra, near here. Next Easter a 250-mile race for 1,500 c. c. cars will be run for prizes totalling £3,000.

London, Sept. 12 (U. T. P. S.).—A motor dealer in the north of England has provisionally patented a method of utilizing a rubber composition in the manufacture of fenders, their stays and running-boards for autos. The latter are said to be able to bear a very considerable weight, while all can be bent back into their original shape easily after the most severe blow.

Berlin, Sept. 12 (U. T. P. S.).—A report states that experiments are being made in Germany with the construction of Weymann type saloon body work for autos in which panels are of a rubber composition, the idea being that the body of the car will not be likely to suffer severe damage from any blow received.

Rome, Sept. 12 (U. T. P. S.).—The Italian Government has taken in hand a big program of road improvement in Southern Italy and this, coupled with the reduction of 50 per cent. in the gasoline tax, is expected to react very favorably on the home automotive vehicle trade. Manufacturers have been able to extend the markets for their export trade in automobiles very considerably this year. For the first five months the export figures are 10,750 vehicles, valued at 240,400,000 lire. In the corresponding period of 1924 the figures were 7,248 autos and 143,000,000 lire.

London, Sept. 12 (U. T. P. S.).—Rudge Whitworth, Ltd., J. V. Pugh and G. H. Vernon have taken out a patent for a design for pneumatic tire rims which presents novel fea-

TO HOLD MOTOR EXHIBIT OCT. 5-9

Atlantic City, Sept. 12.—Following is a partial list of motor bus and truck manufacturers and body builders who will have large exhibits at the forty-fourth annual exhibition and convention of the American Electric Railway Association at Atlantic City October 5 to 9, inclusive. The exhibits will be housed on a pier and under a large tent in Shelburne Court, adjacent to the Shelburne Hotel.

It is understood, according to advices from the association's exhibition committee, that every available inch of exhibition space has been leased.

Motor exhibits and the spaces they occupy are as follows: Acme Motor Truck Company, 700-702; American National Omnibus Corporation, Shelburne Court 6; Auto Body Company, S. C. 5; Bender Body Company, S. C. 15; Brockway Motor Truck Corporation, 159, 161, 163, 165, 167, 169; Brown Body Corporation, 200 D; Commerce Motor Truck Company, 203-205; Fageol Motors Company, 301, 303, 305, 307 and S. C. 12; Four-Wheel Drive Auto Company, S. C. 17; Garford Motor Truck Company, 308-314, inclusive, A. B. C.; Graham Bros., 164, 166, 168, 170, 172; Hoover Body Corporation, S. C. 11; International Harvester Company of America, 200 to 216, inclusive; International Motor Company, 300, 302, 304, 306; Lang Body Company, 207; Paterson Vehicle Company, 805; Pierce-Arrow Motor Car Company, 148 to 162, inclusive; Reo Motor Car Company, 124 to 136, inclusive; Ruggles Motor Truck Company, S. C. 10; G. A. Schacht Motor Truck Company, S. C. 19; Six-Wheel Company, 401-401a and S. C. 16; Studebaker Corporation of America, S. C. 1; E. J. Thompson Company, 400a, 402, 404; Union Motor Truck Company, S. C. 18; Walter Motor Truck Company, 171, 173; Yellow Coach Manufacturing Company, 309-317, inclusive, S. C. 2.

It is claimed that such a rim will increase tire-gripping power through a central abutment which forms inside flanges for the tire edges. The patent covers two models of rims, in one of which one inside flange is detachable and in the other both can be removed.

Motor Shares Assume Market Leadership

DEALINGS REACH BOOM SIZE AND RISE CONTINUES

Wall Street Is Strongly Bullish on Automotive Industry

NEW YORK, Sept. 12.—With Wall Street strongly bullish on the automotive industry, motor stocks have assumed the market leadership, so much so that dealings in them during the last week have been of boom proportions.

While a large part of the buying in the last few days has been professional and speculative, representing short covering and pool manipulation, there has been plain evidence of considerable outside demand, and this is viewed in financial circles as a reflection of the improved position from an earnings standpoint of most of the important automotive companies. Wall Street traders are looking for a continuance of the buying and indications are that the motors will hold the spotlight for some time longer.

Yield Is High

Among the arguments in favor of motor shares is that the majority of them do not appear unreasonably high when the dividend yield is taken into consideration. In this connection it is pointed out that until the Studebaker pool succeeded a few days ago in pushing that stock above 50 it was at a level yielding stockholders more than 8 per cent. Most dividend-paying motors are still returning a fair yield, even with the advance in values.

That the time is at hand when the automotive industry will offer common stockholders a degree of security comparable with that in other fields is the opinion of investment experts. The growth in earning power of some of the companies in the industry has been amazing. Attention has been directed to the fact that General Motors, for instance, will show profits this year probably equal to or in excess of the total of the United States Steel Corporation. This company has considerably more than \$100,000,000 in cash on hand.

Banner Year Seen

General Motors and many other organizations in the industry are doing a record volume of business for this season. The August production of General Motors, 75,000 cars, was at the annual rate of 900,000. It is probable that its

Murray Body Declare 2 1-2 P.C. Stock Div.

New York, Sept. 12.—An extra dividend of 2½ per cent. in common stock on the common stock has been declared by the Murray Body Corporation. The dividend is payable October 1 to stock of record September 15. Early this year four quarterly stock dividends of 1¼ per cent. were declared, one of which is payable on the above dates. Two cash dividends of 60 cents each were paid on April 1 and July 1 of this year.

sales for the year will exceed those of 1923, the previous banner year. With the corporation earning at a rate of more than two and one-half times dividend requirements there is already much speculation as to whether the regular 6¢ rate on common will be increased.

One financial writer points out that Studebaker's belated rise undoubtedly is due largely to its excellent business. For this quarter it will sell almost twice as many cars as during the corresponding period last year. Earnings for the first three quarters will be almost double the annual dividend requirements.

The unique position of Chrysler, selling at more than \$150 a share, although it pays no dividend, is emphasized. This price is all the more striking when it is remembered that Maxwell stock, its predecessor, sold not so long ago at \$10 a share. The price is held to be justified since the degree of the company's success and the rapidity with which it was attained also are unique.

Earnings Reflect Moon Prosperity

New York, Sept. 12.—The Moon Motor Car Company's earnings in August were in excess of \$180,000, or more than \$1 a share on the 180,000 shares of stock. Officials estimate that September will equal the August showing and bring net for the quarter to around \$3 a share. Adding this to the \$3.73 reported for the first six months, Moon's net for the first nine months of the year is estimated between \$6.75 and \$7 a share. Dealers report no stocks of cars on hand and the company is operating at capacity to meet the demand.

CITES OMNIBUS PROFITS.

Chicago, Sept. 12.—John A. Ritchie, president of the Omnibus Corporation, declares the decline in the stock on the Chicago Exchange is not due to unfavorable business. Chicago Motor Coach in the first seven months of 1925 had gross income of \$3,446,000, an increase of \$736,000 over last year, while gross of the Fifth Avenue Motor Coach was \$4,149,000, an increase of \$649,000. In the first week of September the Chicago company's gross increased \$44,000 and New York \$30,000 over last year.

Current Commodity Prices

New York, Sept. 12.—The rubber market continues to maintain the higher levels reached Friday under the stimulus of an urgent demand from many quarters. Offerings are not very plentiful, holders of stocks retaining a firm hold on supply. Factory buyers are active in the market and there has been a scramble for rubber in the nearby positions. Sellers are showing a disposition to retreat. Further activity over the remainder of the month is anticipated.

Independent steel producers report the volume of sales in September, as equal to that of August. Prices are becoming stronger. Orders for both hot and cold rolled strip are being received in considerable volume in the Pittsburgh district. The automotive consumption is well in the lead in both grades, most automobile companies having found out that they did not anticipate enough tonnage to keep pace with sales of their finished product.

The market for refined petroleum products remains quiet. Competitive selling is said to have depressed gasoline prices further in a number of centers. Reductions of one cent a gallon at Boston filling stations have been announced by the Standard Oil Company, the Jenney Manufacturing Company and the Colonial Oil.

STEEL PRODUCTS

Semi-Finished—Gross Tons	
Billets, reeling	\$35.00a36.00
Billets, forging	40.00a42.00
Steel bars (hot rolled)	1.90a 2.00
Plates (hot rolled)	1.80a 1.90
Blue annealed sheets	2.25a 2.30
Black sheets	3.10a 3.20
Auto body	4.20a 4.25
Rails	2.40a 2.50
Cold rolled strip	3.75a 3.80
Hot rolled strip	2.20a 2.30
Pig iron, basic	18.25a19.00
Eastern Pennsylvania	21.00a21.50

IRON AND STEEL SCRAP

Heavy melting steel	\$12.00a13.00
Machine shop turnings	9.50a10.00
Cast iron borings	9.50a10.50
No. 1 cast scrap	16.00a17.00

MILL PRODUCTS

Base prices cents per pound, f. o. b. mill.	
High brass sheets	19¼a
Copper, in rolls	21¼a
Zinc, spot, New York	8.07¼a 8.10
Lead, spot, New York	9.45 a 9.55
Aluminum, virgin, 98a99%	27 a 28

SEAMLESS TUBING

High brass	\$2.75
Copper	24.75

RODS

High brass (round ½ to 2½ in.)	16¼a
Copper rods, round	21¼a

RUBBER MARKET

Plantations—	Bid.	Asked
First latex crepe, spot	85	89
September	85	86
October	77	78
October-December	72	74
January-March	66	68
Ribbed Smoked Sheets, spot	86	87
September	84	86
October	76¼	77¼
October-December	72	74
January-March	66	68
Para-Up-river, fine spot	69	70
do, coarse	50	51
Island, fine	57	58
do, coarse	35	36

SCRAP RUBBER

Inner tubes, No. 1	11 a 12
Inner tubes, No. 2	8 a 9
Inner tubes, No. 3	7 a 8
Tire, automobile, white, ton.	60.00a70.00
Mixed auto tires	40.00a45.00
Leather, oak bend, No. 1	60

MOTOR GASOLINE

Garages (steel barrels)	17 a 17
Up-State New York	17 a 18

CRUDE PRICES AT WELLS

Eastern—	Penn.	grade oil
Penn., grade oil	in Buckeye P.	
in N.Y. Tran.	Line Co. lines	\$2.50
Co. lines	Cabel	2.10
Bradford District	Corning	1.70
oil in Nat.	Somerset	2.20
Tran. Co. lines	3.15 Somerset	light
Penn., grade oil	Ragland	1.10
in Nat. Tran.	CENTRAL—	
Co. lines	3.05 Wooster	2.00
Gaines grade oil	Lima	1.95
in Nat. Tran.	Indiana	1.85
Co. lines	2.70 Princeton	1.87
Penn., grade oil	Illinois	1.87
in S. W. Pa.	Waterloo, Ill.	1.00
Pipe lines	3.05 Plymouth	1.40
in Eureka P.	Canadian	2.35
Line Co. lines	3.00	

GET LARGE CONTRACT

Dayton, Sept. 12.—Delco-Light Company, a division of General Motors, received an order for \$1,250,000 worth of Frigidaire ice cream cabinets. Order was placed by one of the largest wholesale ice cream manufacturers, which will place the cabinets with retail distributors of ice cream.

WILLYS-OVERLAND POLICY HELD WISE

Plant Expansion to Require Expenditure Of \$3,500,000

Toledo, Sept. 12.—Failure of Willys-Overland directors to act on liquidation of the 29½ per cent. back dividends on the preferred stock was in line with their policy of husbanding cash resources. This policy, it has been stated, is based on the immediate necessity of a plant expansion calling for \$3,500,000, and the possible formation of an acceptance company, calling for at least \$3,000,000, and is designed as well as a safeguard against the possible unsettling influence of an intensified competition through the winter.

The Willys-Overland management is more interested in guarding its trade position and reputation than in any temporary glory to be gained from the hasty wiping out of the heritage of unpaid dividends from the deflationary days.

Moreover, taking the hurdle of back dividends would only bring it up against the obligation of the preferred stock sinking fund, which, suspended five years ago, now amounts to about \$3,750,000. The sinking fund provision becomes operative as soon as all preferred accumulations are paid off.

Together the back dividends and sinking fund exceed \$10,000,000. This and the \$8,000,000 first mortgage bond issue, which is naturally not a form of capital liability relished by most manufacturing concerns, amount to \$3,000,000 more than the approximate \$15,000,000 cash which Willys-Overland had on hand July 1. Considerations such as these naturally make for a conservative dividend policy.

The new plant expansion will embrace a forge shop, a heat treating and enameling unit and a new warehouse. Work will be well advanced on all these projects within a few weeks. Willys-Overland production dropped from around 20,000 cars in July to 15,000 in August, but will be back around 20,000 this month. Incoming orders are very satisfactory, both for domestic and export accounts.

Paige-Detroit Cash Position Favorable

Detroit, Sept. 12.—The Paige-Detroit Motor Car Company, on September 10, had \$5,300,000 cash and bills of lading drafts, of which \$3,500,000 was cash. The company has purchased \$485,000 of its 6½ per cent. debentures, leaving \$1,515,000 outstanding in hands of public. It is understood there is a good possibility of the entire issue being retired in the near future.

RUBBER IMPORTS INCREASE 27 P. C.

New York, Sept. 12.—In spite of the sharp advance in the rubber market within the last few weeks, figures just released by the Rubber Association of America show that little restriction was laid upon imports. The total for August was 31,584 tons, compared with 20,076 tons in August, 1924, while the importations for the first eight months this year have amounted to 247,289 tons, as against 194,861 in the same period of last year. This represents an increase to date this year of 27 per cent.

The following figures show the rubber importations during August, the plantation imports being estimated at 214 pounds to the package.

PLANTATIONS

From—	Tons
Batavia	1,244
Belawan-Deli	2,145
Colombo	2,441
Genoa	5
Hamburg	123
Japan and others	196
Liverpool	81
London	1,974
Malacca	862
Penang	4,567
Pt. Swettenham	2,025
Rotterdam	261
Singapore	12,397
Sourabaya	930
	29,921

Chandler Earnings To Set High Mark

Cleveland, Sept. 12.—Net profits of the Chandler Motor Car Company in the year to date are in excess of \$1,100,000 and for the full year will approximate \$1,700,000, or \$6 for each of the 280,000 no par shares. This is after expenses, depreciation and Federal taxes.

For the six months ended June 30, last, the company showed net profits of \$556,360, equal to \$3.06 a share. For the year 1924 the final net was \$1,348,420, or \$4.81 a share.

Business in sight for Chandler Motor is the largest in years. The company has more than \$1,000,000 in cash and owes no money.

Packard Stock Dividend By Split-up Expected

Detroit, Sept. 12.—Rumors are current in Detroit banking and financial circles that the Packard Motor Car Company will declare a stock dividend of at least 25 per cent. in the near future.

These reports are based on the strong financial position of Packard, which recently retired \$9,476,000 of preferred stock, leaving \$23,770,000 of common as the only outstanding issue.

The common has a par of \$10. At current quotations, it is selling at more than three and a half times its par. This is held to be one of the reasons for the rumored

split-up of the shares. It is reported, too, that large holders of the preferred, upon its retirement, invested heavily in the common, and that a stock dividend at the present time would reflect their confidence in the company.

Packard is operating at capacity and has sufficient unfilled orders on hand to maintain the present production rate at least well into the winter months. Price reductions made early in the year are felt to have proved a strong sales stimulant, so that dealer requirements in the summer months could not all be filled.

During 25 years of leadership in motor manufacture Continental has built more than 600 different designs of gasoline motors.

Continental Motors Corporation

Offices: Detroit, Mich., U. S. A.

Factories: Detroit and Muskegon

The Largest Exclusive Motor Manufacturer in the World

OIL MEN STRIKE AT HIGHER TAX

Washington State Companies Resist Proposed Three-Cent Levy

Olympia, Wash., Sept. 12.—Any attempt to increase the state of Washington's gasoline tax from 2 to 3 cents, or to a higher figure, will be resisted by the oil companies led by Standard Oil, state officials have been told by officials of the companies.

A bill introduced at the regular session of the Legislature last year and due to come up again at the special session January 1 provides for a flat automobile registration fee and a 3 cent gasoline tax. State officials have been informed by oil company executives that 2 cents a gallon is all the traffic will bear.

Pierre, S. D., Sept. 12 (U. T. P. S.).—Claiming that it is an occupational tax and discriminatory, the State Supreme Court has set aside a legislative tax of \$5 on gasoline stations. The case was brought by the Standard Oil Company of Indiana.

Springfield, Ill., Sept. 12.—The Illinois Agricultural Association, which in the last General Assembly fathered an unsuccessful attempt to impose a 2-cent gasoline tax, is already laying out a campaign for reintroduction of the measure in 1927. The association propaganda claims that the tax is "inevitable," since Illinois is now one of only four states which have not imposed such a levy on the public. The cardinal point of the economic argument, however, is the substitution of this levy for the property tax for maintenance and building of highways.

ACCESSORY DEALERS' PROFITS, 1 PER CENT.

Fresno, Cal., Sept. 12.—The Harvard Bureau of Business Research, reporting for 1924, finds that the average net profit of the wholesale dealers in automobile parts and accessories was a trifle over 1 per cent. This type of business is usually thought of by the general public as a highly profitable one. Among the firms reporting, fifty-one had lost money that year.

Huge Garages Meet Demand for More Parking Space

Buffalo, Sept. 12.—The financial district here now has an enormous garage, with capacity for 400 cars, to meet the urgent daylight demand for space. A structure once occupied by a department store, extending from Main Street through to Pearl, has been reconstructed and is open for business.

Springfield, Ill., Sept. 12.—Plans for construction of a model "laboratory garage" by the Weaver Manufacturing Company, producers of garage equipment and specialties, were announced today by officials. The garage will front 125 feet on 9th Street and have a depth of 129 feet. Brick and reinforced steel will be used throughout in the construction.

Huntington, W. Va., Sept. 12.—A. J. Dalton and E. L. Miller plan to erect a five-story auto hotel, with offices, on Government Square at a cost of about \$200,000, and occupying a plot 171 by 185 feet. The foundation will be designed to carry 15 stories, the building at its eventual height to cost about \$500,000.

New York, Sept. 12.—A three-story garage, to cost about \$175,000, will be erected by Ringland H. Kilpatrick of 347 Madison Ave. on 94th Street.

Washington, D. C., Sept. 12.—A two-story garage and showroom, which will cost about \$100,000, is to be erected by John L. Barr at 1504 14th St.

Portland, Ore., Sept. 12.—A new \$300,000 four-story and basement garage building will be built here this year. Announcement of the plans was made by the H. W. Corbett estate through the Strong & MacNaughton Trust Company. Tenants in the one-story building now occupying the property have been given 90 days to vacate.

Worcester, Mass., Sept. 12.—Worcester Spiral Ramp Garage, the largest in New England, threw open its doors to the public this week. The new structure has separate stalls for 700 cars, with spacious drives through each section. There is passenger elevator service to all floors and a parcel delivery system whereby shoppers can have parcels sent from the shopping district direct to their parked cars.



THIS UNIQUE DIXI single-seater was one of the exhibits at the German motor show in Berlin. The tendency abroad is toward small cars, with lighter upkeep cost and less expense attached for fuel and oil. Upper view shows the Dixi motor from a side view. Note the miniature gas tank, no larger than some New Yorkers' pocket books.

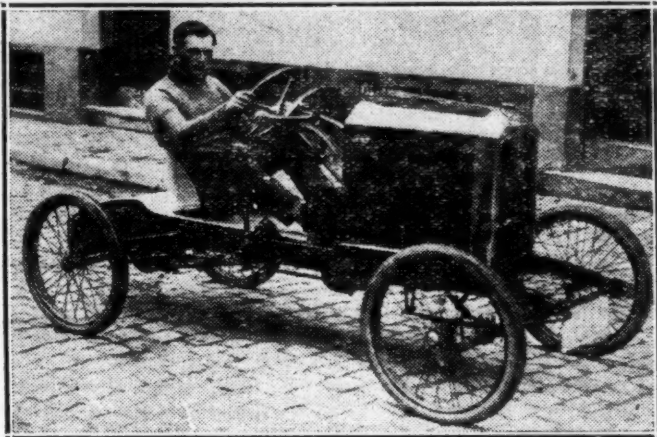


Photo by Underwood & Underwood.

PRODUCES NEW "GLAND" PISTON

J. Archie Borland of St. Paul Opens Plant To Make Device

St. Paul, Minn., Sept. 12.—Production was commenced this week of a new "gland" type piston by J. Archie Borland, inventor and manufacturer. Although the factory is turning out but a few hundred daily, it is proposed to reach the 15,000-weekly mark in the near future.

The invention is the result of years of experimental and practical work by Mr. Borland as manufacturer of pistons for large automobile manufacturers. Assembled, the new device resembles an ordinary piston, except for a raised cone at the top for compression purposes. The essential difference is that it is built sectionally, permitting use of thin shim or washer rings to space the compression rings. Their particular advantage lies in doing away with the necessity of discarding the entire piston assembly when ring grooves or the piston skirt becomes worn and "out of round."

In this event with the Borland piston the inventor claims it will be necessary only to unscrew the piston top, replace the worn shims and replace. This can be done from the cylinder head, eliminating the necessity of "dropping the pan," unhitching the connecting rods, etc.

ents issued to Wisconsin men here this week include a driving axle structure for motor vehicles, invented by Fred H. Bogart, Green Bay; a tire skid-chain connector by Arthur O. Hellerud, Washburn, and a machine valve by Ernest Wiechmann of Milwaukee.

Norwich, N. Y., Sept. 12.—Airways Springs, Inc., of Binghamton, N. Y., have opened their new factory with 50 men and will immediately start into production of a new spring, shock absorber and stabilizer combined, for Chevrolets, Fords, Overlands and other small cars.

Springfield, Ill., Sept. 12.—This state should be a prolific field for the sale of legal horns for all automotive vehicles. After January 1, 1926, no motor vehicle may use a bell, whistle, siren or other warning device, but must have a horn, and the authorities propose to strictly enforce the law after that date. The last Legislature also adopted a measure which abolishes all lights but white and red on motor vehicles, white in front and red at the rear. This law also becomes effective on January 1 next.

U. S. LISTS TRADE OPPORTUNITIES

Commerce Department Gives Out List From 45 Foreign Nations

(Special to Automotive Daily News)
Washington, Sept. 12.—United States trade envoys stationed in the principal cities of forty-five countries are in almost daily communication with the Department of Commerce, offering opportunities for the sale of American cars, trucks and accessories. Every week a long list of inquiries is made public by the department here. The numbers prefixed to the trade opportunities refer to confidential information regarding the particular inquiries.

To obtain the confidential information it is necessary only for American exporters to apply to the nearest office of the bureau, giving the number or numbers of the inquiry or inquiries in which they are interested.

Detailed information on any of the inquiries may be had without charge from any of the district offices of the bureau or local chambers of commerce co-operating with the bureau in extending foreign sales of American products.

PURCHASERS

Costa Rica—16724—Autobuses, 17 to 20-passenger capacity.
Egypt—16720—Tractors, track layer, 5 to 10.
Germany—16726—Automobile novelties, patented.
16727—Automobile and motorcycle novelties and accessories.
16729—Automobile and truck accessories and parts.
16725—Automobiles.
16776—Motors, gas and oil.
16787—Rubber, hard, for the manufacture of medical and surgical instruments.
Honduras—16741—Tires, solid, rubber, for automobiles and trucks.
New Zealand—16728—Automobile and truck replacement parts, all types.

AGENTS

Belgium—16722—Automobiles, low priced.
France—16680—Automobile accessories, garage tools and equipment.
16680—Motorcycle accessories.
Germany—16679—Automobiles.
16730—Automobiles.
16731—Automobiles.
Honduras—16741—Automobile and motorcycle tools and equipment.
Italy—16732—Automobile accessories for low-priced cars.

Accessories

Racine, Wis., Sept. 12 (U. T. P. S.).—A \$20,000 building to house the Twin Disc Clutch Company recently organized here has been started. It will contain 20,000 square feet of floor space; will be of brick and steel and will measure 250 by 80 feet.

Pendleton, Ore., Sept. 12 (U. T. P. S.).—The principle of the ball and socket has been applied in a new invention for automobile springs by R. E. Scrivner of this city. Instead of the fixed bolt that holds the ends of the springs, as is generally used, Mr. Scrivner's invention has a ball and socket arrangement which is said to give the car greater play.

New York, Sept. 12.—John Juhasz, president of the Juhasz Carburetor Company of New York, has been in Europe since June superintending the installation of the Juhasz-Vergaser, Akt-Ges of Hanover, Germany, who are making the Juhasz carburetor abroad. Mr. Juhasz reports good business in Germany. The high price of gasoline in Europe makes the demand for a carburetor that will use a low grade and cheaper fuel imperative, he said.

Milwaukee, Wis., Sept. 12.—Pat-

Used Car Dealers Explain Buying and Selling Method

(Continued from Page Three)
length on what he characterizes as "foolish buying of year." The year of manufacture, according to Mr. Larkin, means but little in evaluating a used car, as compared to many other factors, yet the public remains principally interested in the date of manufacture.

"We always give a car a road test as well as a complete inspection before appraising it," said Mr. Larkin. "It takes longer, but enables us to know exactly what the car is worth to its next purchaser. The inspector's report is so carefully made that if the owner takes anything off his car before finally turning it in we are able to spot the practice immediately."

"The price we will allow on a car is determined by adding handling charges to the estimated resale value and deducting for reconditioning charges. We aim to take out all haphazard work in our used car transactions."

A method recently put into use by one of the bigger companies for checking up on the work of salesmen has proved highly effective.

The aim of the system is to determine what men are the cause of an unnecessarily large amount of appraisal work which does not result in sales.

The practice has been instituted of keeping a daily record of the number of cars on which salesmen request appraisals and checking that against sales. This close analysis of sales work also serves as a check against complaints which salesmen are prone to make on the work of the used-car department.

Any used-car manager worthy of the name uses strict impartiality in appraising all cars, but it is difficult to convince salesmen of the fact.

Montreal, Sept. 12 (U. T. P. S.).—The Studebaker Corporation of Canada, Ltd., is making an extensive campaign for the sale of used cars. In page advertisements in local papers the company is featuring Fords, Studebakers, Overlands, Dodges and Stutzes. The Studebakers carry a thirty-day guarantee for replacement of defective parts.

USL Progress

You hear everywhere today—"USL is building a mighty good battery." The garage man says: "USL batteries are holding up in fine shape." The USL user says: "Give me another USL—they surely are dependable and last a long time."

The Result

1841 Battery distributors signed up as USL service stations during May, June and July. More than 10,000 battery service stations and dealers now represent USL.

The manufacturers of 65% of all cars being built use USL either exclusively or as partial equipment. This progress has been made possible only through USL quality—the quality which pleases USL users—the quality which USL distributors find easy to sell.

U. S. LIGHT & HEAT CORPORATION NIAGARA FALLS, N. Y.

USL Pacific Coast Factory USL Canadian Factory
Oakland, Calif. Niagara Falls, Ontario
USL Australian Factory
Sydney, N. S. W.

storage **USL** batteries

Airplane News

CLAIMS NEW RECORD

Pert Washington, L. I., Sept. 12 (U. T. P. S.).—Flying a total distance of 9,180 miles without a stop is Clifford Webster's claim for his 400 horse power Loening airplane after four weeks of daily flying between this place and Saratoga, N. Y. The total flying time of 88 1/2 hours, he thinks, sets a new record for 100 per cent. flying service.

PLANS AIR "ROWING"

Rome, Sept. 12 (U. T. P. S.).—Umberto Nobile, director of the Italian Lighter-Than-Air Construction Corps, is the proposer of an aerial rowing regatta. With a gas bag to supply lift, the prospect is bright for a muscle-propelled dirigible, he points out. "With a crew of three or four men, as a power plant and wind and drift as factors you can have quite an exciting event in the air as was ever rowed on the Thames in England or on Cayuga Lake in America."

INVENTS NEW PLANE

Kansas City, Sept. 12.—A motor car accident has brought to light a new airplane—one that the designer claims will revolutionize flying. W. R. Rush, Mulberry, Kan., was in an accident in which he sustained a broken leg. Today it was learned that for several weeks he has had a corps of workmen busy in a secluded workshop building a new type plane. Test flights were to have been made within a month, but now, with Mr. Rush in the hospital, it may be spring before he can make the tests. The plane, it was learned, is of the helicopter type, but it differs from others in that it weighs only 750 pounds. It is equipped with two wings, one above the other, constructed to revolve in opposite directions.

URGE SAFE FLYING

Detroit, Sept. 12.—In the interest of safe flying, the Detroit Flying Club has devised safety insignia, which are to be stenciled on the sides of commercial planes flown by accredited fliers. A code of safety prepared by the club is to be signed by fliers who carry passengers for hire. The club's safety committee is composed of

Eddy Hamilton, Carl Squiers, James O'Neill and Stinson.

SOLDIER-FLIERS HOME

Nashville, Tenn., Sept. 12.—Officers and men of the 105th Observation Squadron, Tennessee National Guard, aviation unit, have returned from their annual encampment and training course at Maxwell Field, Birmingham, Ala. The entire equipment of the squadron, including one DeHavilland, two T. W. 3 planes and six J. N. 6 type, was flown back over the 250 miles across country.

PLANES REACH FARMS

Springfield, Ill., Sept. 12 (U. T. P. S.).—The State Register has begun rural distribution by airplane experimentally this week. Delivery on the first test was 75 per cent. perfect. The plane covers farmer routes and flies from 100 to 150 feet high, dropping papers in the farmers' yards. The cost is 4 cents a mile compared with a cost of 10 cents per mile for truck delivery.

ADVERTISE IN AIR

Waco, Tex., Sept. 12.—A model airplane, propelled swiftly about in circles by means of an attachment on the roof of the station and bearing advertisements for Willard batteries, has attracted much attention at the local Willard battery distributing station. This company has recently moved into a new \$15,000 home.

NEW MAIL LINE

Waco, Tex., Sept. 12.—The Chicago-Dallas air mail line, which has now been virtually assured, will be linked up with this city by a "feeder" line which will connect with the Dallas terminal and give Wacoans the same benefit from the line as the former city.

PLANES SUPPLIED

Waco, Tex., Sept. 12.—More than 2,000 gallons of gasoline and 600 quarts of oil were sold at the recently opened Rich aviation field here during the past month. A great part of the gas and oil was sold to government planes, these coming from Kelly Field, San Antonio, at frequent intervals. There is another commercial landing field here, known as the Waco aviation field.

SEES METHANOL AS FUTURE FUEL

Prof. Hunter of Minnesota Is Hopeful Over Find by Germans

Minneapolis, Sept. 12.—Discovery of the chemical method for producing methanol or artificial wood alcohol, announced recently in Germany, increases tremendously the likelihood that a satisfactory artificial fuel for internal combustion engines will be developed, according to W. H. Hunter, professor of organic chemistry at the University of Minnesota.

The queer thing about the case is that carbon monoxide, the deadly gas contained in exhaust fumes, which has slain so many careless motorists, is the substance from which the new motor fuel will probably be developed.

"The methanol process means about as much to the chemist seeking a gasoline substitute as the finding of green leaves floating on the water meant to Columbus when he was on his way to America," Dr. Hunter said. "Chemists do not know just when they will reach land on this problem, but they now feel confident that it is there to be found."

The important point in the methanol process is that it utilizes for the first time the tremendous amount of carbon monoxide that goes to waste in factory chimney fumes. The artificial wood alcohol is made from carbon monoxide and hydrogen. Many chemists are now at work to develop an artificial motor fuel, using this same source

Announce New Balance Device For Plane Safety

London, Sept. 12 (U. T. P. S.).—The British Aeronautical Research Committee has just published its report for the year 1924-25, wherein two developments promoting safety are dealt with.

The first concerns a system of slotted balancing planes, which were tested recently on a small biplane fitted with a low-powered engine. These planes enable pilots to prevent craft, when losing flying speed, from heeling over sideways and getting into a spin.

The experiment is to be attempted on larger machines. The committee also advocates the adoption by large commercial planes of a driving system incorporating three separate engines, one to be placed in the front of the fuselage, and one each between the wings on either side. It has been found that compulsory landings through mechanical defects are practically eliminated by this method.

of carbon because the monoxide is a waste product worth nothing at present.

"It is interesting," said Dr. Hunter, "that this discovery of methanol is another marvel from the waste materials of coal. Just as dyes and medicine have been recovered from coal waste in the tar form, so alcohol and possibly motor fuel can be recovered from the smoke waste of coal. So our cars may be run by coal, however improbable that seemed a few years ago."

PLAN FOR LARGEST GARAGE IN CANADA

Montreal, Can., Sept. 12 (U. T. P. S.).—Announcement has just been made of plans to construct the biggest garage in Canada, which is expected to house 1,200 cars. It will be on the site of the Victoria Rink, a historic sports building on Stanley Street, in the heart of the uptown business section. The Stanley Realty Corporation, recently founded, with U. H. Dandurand, who was the first man in Montreal to own a motor car in the days of the "one-lungers," has acquired the rink at a cost of \$250,000.

About five months will be required to convert the rink into a garage, to be called the Dominion Square Garage, with floor space of 125,000 square feet. It will be built of solid fireproof concrete and brick, with a foundation capable of carrying eight stories.

In its present form the building will have four stories, with a capacity of 600 cars. Additional stories will be added when required. The building will measure 252 feet by 113 feet.

There will be neither ramp nor elevator in the first four floors. They will be built on the inclined plane principle, a rise of ten feet on each floor. In summer time the roof will also be available for use.

Tell your story to as many people as possible and sales will take care of themselves.

DARES SUPERIORS! Col. William Mitchell, demoted chief of the Army Air Service, faces court-martial for his attack on the Navy and War departments following the loss of the Shenandoah.



Photo by Underwood & Underwood.

PLAN JOINT MEETING

Detroit, Sept. 12.—The Michigan Association of County Road Commissioners and the State Highway Commission will hold a combined conference and road building show at Grand Rapids, October 28-30.

YELLOW CAB SPURS ENGINE BUILDERS

East Moline, Ill., Sept. 12.—A production of 1,000 engines a month by the first of January, with prospect of increased production during 1926, at the Yellow Sleeve Engine Works here was predicted today by L. R. Ruthenberg, general plant manager. The present schedule is about 500 a month.

The recent merger of the Hertz Yellow Cab interests with the General Motors has brought a sharply increased demand for engines, with the result that a night force is now employed and will be gradually increased during the fall and winter. The plant is attempting to keep this force as small as possible, but some departments are unable to maintain the schedule on day work alone.

WITH HOLT CATERPILLAR

Peoria, Ill., Sept. 12.—Leonard D'Ooge, secretary of the Pekin Association of Commerce, resigned Labor Day to become assistant to M. M. Baker of the Holt Caterpillar Company.

Eliminates Carbon Monoxide

Juhasz Carburetors

(30 Days' Free Trial)

Write—Desirable Territory Open.

250 West 49th St.

New York

800 Chrysler Cars Per Day

Production of Chrysler quality cars—the Six and the Four—is now proceeding at the amazing total of more than 800 per day.

Yet even that huge volume falls short of satisfying the public demand for results which only Chrysler can give. Two weeks after the Chrysler Four was announced, it was on a production schedule of 500 per day.

It is doubtful if any new car has ever been forced to meet such an avalanche of buying orders as immediately descended upon the Chrysler Four.

At the same time, the epoch-making quality, unprecedented results and proved durability of the Chrysler Six were sending its public demand higher and higher month by month.

Today, with the most modern factory facilities and scientific manufacturing processes, world-wide demand for both the Six and the Four has sent them to new peaks of quality production.

You who are justly proud of Chrysler ownership, you scores of thousands who enjoy the new results which only Chrysler can give, have long since learned the soundness and the depth of quality in Chrysler materials and Chrysler craftsmanship. Increasing thousands of buyers enthusiastically acclaim the tremendous advancement registered by Chrysler results—in performance, in ride-ability, in compact roominess, in economy.

We are eager to give you a conclusive demonstration in your own way of either the Six or the Four.

CHRYSLER SIX—Phaeton, \$1395; Coach, \$1445; Roadster, \$1625; Sedan, \$1695; Royal Coupe, \$1795; Brougham, \$1865; Imperial, \$1995; Crown-Imperial, \$2095.

CHRYSLER FOUR—Touring Car, \$895; Club Coupe, \$995; Coach, \$1045; Sedan, \$1095.

Hydraulic four-wheel brakes at slight extra cost.

All prices f. o. b. Detroit, subject to current Federal excise tax.

Bodies by Fisher on all Chrysler enclosed models. All models equipped with full balloon tires.

We are pleased to extend the convenience of time-payments. Ask us about Chrysler's attractive plan. Chrysler dealers and superior Chrysler service everywhere.

All Chrysler models are protected against theft by an exclusive patented car numbering system, which cannot be counterfeited and cannot be altered or removed without conclusive evidence of tampering.

CHRYSLER SALES CORPORATION, DETROIT, MICH.
CHRYSLER CORPORATION OF CANADA, LIMITED, WINDSOR, ONTARIO.

Sees Little Promise in U. S. Liberian Rubber Plan

LONDON, Sept. 12 (U. T. P. S.).—Commenting on the efforts that are being made in the United States to "break the British monopoly of crude rubber," a correspondent in the commercial supplement of the Manchester Guardian predicts that the Liberian rubber planting scheme has a very doubtful future.

It is considered doubtful whether rubber could be produced in Liberia under 2 shillings per pound, while it would be difficult to obtain adequate labor.

After some remarks as to the failure of the big West African rubber boom some 15 years ago, the writer considers it likely that many more dollars will go into Liberia—and incidentally into the government treasury at Monrovia—than pounds of good rubber will go from the coast to the United States.

London, Sept. 12.—In reviewing the position of the crude rubber market, a leading firm of rubber brokers, Charles Hope & Sons, state that it is their opinion that the position today is about as dangerous as it can be. If consumption increases at its present rate there is likely to be a severe shortage for some years to come. Should consumption fall off next year, however, there will be a big slump in prices which will discourage producers, though it is not in the latter's interest that the present price should be maintained, as this will check consumption and also stimulate the production of reclaimed rubber.

20,000 Attend Goodyear Picnic

Akron, O., Sept. 12.—Though the skies were overcast all day Monday they failed to dampen the spirits of Goodyear employees who celebrated their annual outing and field day at Siberling Field.

Officials estimated that fully 20,000 were present. The day was closed in the evening by a display of fireworks.

Plant No. 2 won first honors in sports by a wide margin, having the winning ball team, the champion horse shoe tosser and their soccer team also winning first honors.

The scheduled trip of the baby blimp "Pilgrim" was called off, although it was originally planned to have it fly over the field.

PITTSBURGH RUBBER CO. WORKING FULL TIME

East Liverpool, O., Sept. 12.—Approximately 200 tires a day are being manufactured by the plant of the Pittsburgh Rubber Company, which recently acquired the defunct factory of the McLean Tire and Rubber Company, here. More than fifty workers have been given employment, and the 200 tires a day production will be maintained for some time, and then increased to 600 before many weeks, according to W. S. Thomas, vice-president, who is supervising operations.

BRITISH DEMAND ACTIVE

Washington, Sept. 12.—The general market conditions in Great Britain for automobiles are good and sales were well maintained during August, according to a report to the Department of Commerce. Prices on a few American cars imported prior to July were reduced, but on later American imports they will probably be raised.

RAILROAD DISSOLVED

Richmond, Va., Sept. 12 (U. T. P. S.).—After fifty years of continuous operation, the Potomac, Fredericksburg & Piedmont Railroad has been dissolved by order of the Virginia State Corporation Commission. Motor bus competition was one of the factors declared responsible for the dissolution.

KEATON TIRES IN FULL BLAST

San Francisco, Sept. 12 (U. T. P. S.).—The Keaton tire plant, recently constructed in San Francisco, is now in full operation.

R. H. Keaton, president of the company and inventor of the Keaton non-skid type tire, is a San Franciscan, and his ambition to have his tires built in his native city has now been realized. The Keaton tires have been on the market for years. Up to the present they have been built in the East, but from now on will be San Francisco made.

Tire Notes

East Palestine, O., Sept. 12.—Operations are to be resumed at the plant of the McGraw Tire and Rubber Company, East Palestine, as soon as business men interested in putting the plant again in the running have completed negotiations for financing its resumption, it was said this week.

Memphis, Tenn., Sept. 12.—A building will be erected on Linden Avenue for the Goodyear Tire and Rubber Company, 170 by 100 feet in size. It will be two stories high.

Columbus, O., Sept. 12 (U. T. P. S.).—Ralph E. Brown, formerly with the Columbus branch of the Kelly-Springfield Tire Company, has resigned to join the force of the E. J. Benson Tire Company, located at 200 East Gay St. He has purchased an interest in the concern.

Los Angeles, Sept. 12.—The Broadway Department Store, leading downtown store, has taken on the exclusive agency for Salem cord tires.

Worcester, Mass., Sept. 12.—Employees of the Brewer's tires stores attended the exhibition baseball game in Providence last Sunday between the Firestone factory team and the Firestone-Brewer team of Rhode Island.

Canton, Sept. 12.—Increased production is reported at the plants of the Salem Cord Tire Company, where new additions are now in course of construction and new machinery from the Niles plant recently acquired by this concern is being installed.

ONCE TROLLEY STATION, NOW HOUSES BUSES

Rutland, Vt., Sept. 12.—The operators of the bus line which takes the place of the discontinued trolley service between Rutland and Fair Haven and covers two belt lines in town has solved the problem of housing its buses by taking over the trolley car station. Only slight changes were necessary to make the building suitable for bus storage.

DUNLOP RUBBER ABSORBS OLD ENGLISH CONCERN

London, Sept. 12 (U. T. P. S.).—The giant Dunlop Rubber Company has taken over the sixty-year-old tire and rubber manufacturing firm of W. & A. Bates, Ltd., of Leicester. The firm made history in that it manufactured the first molded solid cycle tire made in Britain, and in later years has been noted for its excellent auto tires.

Invents Vest Pocket Battery to Run Car

Leningrad, Sept. 12.—A battery small enough to be carried in a vest pocket accumulates power to drive a car for ten days, according to the inventor, A. F. Joffe of the Academy of Science. In describing the device, Joffe said that he obtained an enormous concentration of electrical power in a miniature plate which he hopes to apply on a large scale in the automotive industry in the immediate future.

Tire Prices Still Soaring But Relief Expected Soon

Akron, O., Sept. 12.—If no relief is obtained from present quotations appearing daily in the financial papers there is every reason to expect that tire manufacturers will be compelled to make further advances in tire prices.

A few weeks ago crude rubber was quoted at \$1.25, but few manufacturers were forced to buy on the open market at this price. The

advance in crude found most of the big manufacturers prepared with large quantities bought at prices slightly over 50 cents. Present tire prices are based on this timely buying cost. The fact that the production of Dutch rubber was greatly increased perhaps served as a check on the soaring market and brought quotations down from their peak. After a sharp slump in the crude market, it has now been gradually rising again.

Be First Among Thousands To Get Daily News of Your Industry!

THE Automotive Daily News is your own daily trade paper. A day by day tabloid review of all automotive activities. No longer must you depend upon weekly and monthly publications for today's news of the world's greatest and largest industry.

Lesser industries have long enjoyed the privileges of their daily trade papers. But until now the one industry which is progressing faster and changing more rapidly than any other in the whole business field has been without a news gatherer of its own. It is to fill this great need that the Automotive Daily News has come into being—founded by a group of experienced automotive men who have been connected with the industry ever since its beginning.

Unbiased, Authoritative and Absolutely Honest

This newest and only daily automotive paper has no axe to grind. Its news will be authoritative. Its editorial policies unbiased and absolutely honest. It will support and advance the interests of the industry as a whole—working with all agencies for its welfare. Conducted by national authorities in every division of the whole automotive field it can and does promise you news while it is news—not merely information six weeks to two months old.

Daily Used Car Quotations

Through a highly organized reporting system you will be kept informed as to the daily fluctuations in the used car market the country over. No doubt you are now paying for a less up to date service of this kind many times over the full subscription price of the Automotive Daily News. And this used car feature is only one of its many services—to you.

You Need This Day by Day Service

Tabloid reports of sales throughout the country.

New car registrations in every locality.

Manufacturers' production schedules.

Retail sales helps. Factory selling methods.

Chassis and body designing.

Used car market.

Parts, tires, accessory information. NEWS of interest to manufacturers, jobbers and dealers.

Daily market quotations on automotive materials.

Accurate surveys of general industrial, commercial and economic conditions.

Engineering developments.

New finance, accounting, purchasing and traffic ideas.

This Coupon Is for Your Convenience!

You Owe It to Yourself to Become a Reader

Especially when you consider that the Automotive Daily News costs you no more than your daily newspaper—3 months for \$3.00—6 months for \$6.00—1 year for \$12.00. Subscribe now so you'll not miss a single issue. Fill out and mail the coupon.

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1926 Broadway, New York, N. Y.

Enter my subscription at once for the Automotive Daily News for the period and on the terms I have indicated below.

[] 1 year at \$12.00.

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I enclose \$..... or I will send \$..... upon receipt of bill.

Name

Street

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Connection with industry.....

THE NEWS
WHILE IT
IS NEWS!
GET IT!

ACT NOW—
TODAY—
DON'T
WAIT!

TROLLEYS SOON TO FIND HOME IN MUSEUMS?

Buses and Autos Rapidly Driving Electric Cars From Cities

DECATUR, Ill., Sept. 12.—Is the city of the future to be entirely without street cars, with only motor buses and automobiles to carry passengers? Many who have closely studied municipal transportation conditions in the inland cities of Illinois are inclined to answer in the affirmative.

It cannot be denied that this appears to be the present tendency in the Middle West at least, the only exception being in the metropolitan cities, with their elevated railroads, subways and steam suburban or electric trains. Street cars of this city in 1920 carried 8,063,758 passengers. In 1924 the number dropped to 5,649,989, while motor buses handled 1,391,741, the two combined carrying 1,000,000 less than the trolley cars of four years previously, and in spite of the fact that the city increased 10,000 in population in the intervening years.

Many fine streets in American cities have been spoiled for residence purposes by street car tracks, but the modern bus, clean, attractive and operating with its own power, without unsightly tracks, poles or wires, is not a liability to any residence district, but, on the contrary, is an asset to the streets upon which it operates. These considerations make it entirely within the realm of possibility that even in our own generation the trolley cars may fade from the transportation picture.

St. Paul, Sept. 12.—The Canadian government, as owner of the Duluth, Winnipeg & Pacific Railroad, running into Northern Minnesota, has taken a hand in the "motor bus vs. railroad" controversy in this state. It has informed the Railroad and Warehouse Commission that unless bus competition to its lines between Virginia, in the iron mining district, and the international border is quashed it will apply for permission to remove passenger trains from this district.

Penn Road to Use Gas-Driven Trains

Mount Holly, Sept. 12.—As a result of the experiments made by the Pennsylvania Railroad Company of the gasoline driven train between Camden and Mount Holly this week many changes are looked for within the next few weeks. It is stated by the company that when the change of the time table at the close of the seashore season takes place Pemberton will cease to be the terminal for trains and the headquarters will be moved back to Mount Holly.

All the local train service in the future will end at Mount Holly. Connection with accommodation trains running between Mount Holly and Camden will be made by a gasoline propelled train that will operate between Mount Holly and Pemberton.

Big-Minded Thieves Steal Motor Bus

Richmond, Va., Sept. 12 (U. T. P. S.).—Automobile thievery is not uncommon, but it is seldom that any one steals a whole bus. This, however, happened at Fredericksburg last Sunday afternoon, when three unidentified men made off with the Orange-Fredericksburg bus from its usual parking place on Princess Anne Street.

STUDYING TRAFFIC CONDITIONS. Sir Henry P. Maybury, director general of roads in England, is seen here (right) with Thomas H. McDonald, chief of United States Bureau of Public Roads, testing road-tearing machinery at experimental station, Arlington, Va.

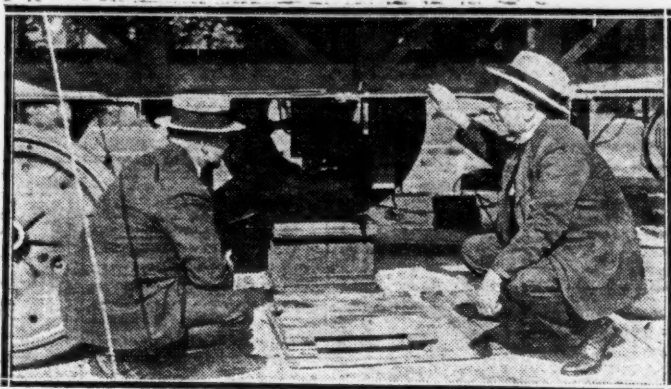


Photo by Underwood & Underwood.

TO MANUFACTURE 6-WHEEL TRUCKS

American Motor Body Subsidiary to Enter New Field

Philadelphia, Sept. 12 (U. T. P. S.).—The Six-Wheel Company, a subsidiary of the American Motor Body Corporation of Delaware, is to enter the field of truck manufacture; these vehicles, like the six-wheel buses, to have that number of wheels. The company recently purchased the old manufacturing plant of S. S. Emerson at Erie Avenue and D Street, on the Pennsylvania Railroad's main line to New York. The Six-Wheel Company has sold motor buses to operating concerns in numerous cities, including Philadelphia. Recently it has sold several buses to operate over the Syrian desert, from Hafia to Bagdad, via Beirut. Officials of steam railroads, including the Pennsylvania and the Philadelphia & Reading, are considering the use of six-wheel trucks and buses for both passenger and short freight runs.

Washington, D. C., Sept. 12.—Lansburgh & Bro., one of the largest and oldest established department stores in Washington, devotes the major portion of its full-page advertisement in the local newspapers today to a tribute to the efficiency of its fleet of 15 White trucks.

Topeka, Sept. 12.—Kansas auto and truck dealers will get only as many dealer license tags next year as "needed," instead of as many as "desired," according to a statement issued here today by Frank J. Ryan, secretary of state.

Fresno, Cal., Sept. 12.—The California State Railroad Commission now requires that all truck owners, outside of municipalities, must apply to them for "certificates of public convenience and necessity" before being permitted to operate trucks for hire.

Birmingham, Ala., Sept. 12 (U. T. P. S.).—The Birmingham Sash and Door Company, this city, has adopted the Chevrolet light truck model as standard for its delivery fleet.

DRIVEURSELF IDEA GAINS STEADILY IN POPULARITY WITH HARTFORD PEOPLE

Hartford, Conn., Sept. 12.—A substantial increase in patronage is reported by the Hartford Driveurself Company, the sponsors of which are the controlling interests of the local Yellow Cab Company. The Driveurself idea came into the local picture a few months ago and has been gaining steadily throughout the summer. Robert J. Langdon, one of the owners of the business, reports a sizeable volume of business from professional men. The heaviest time of the week is over the week-end, the rented cars being much favored for Sunday jaunts to the shore and mountains.

Minnesota Counters in Suit Filed by Truckmen

Minneapolis, Minn., Sept. 12.—The Minnesota Railroad and Warehouse Commission today placed on file its answer to the suit filed by the newly organized Minnesota Truck Owners' Association in Hennepin County District Court to test the validity of an amendment to the taxation classification of trucks in the automobile tax law passed by the 1925 session of the Legislature. The suit was filed last Friday by G. A. Will, Minneapolis, counsel for the truck owners.

The association's principal contention is that the tax of 10 per cent. of the valuation of commercial trucks which is levied by the state is discriminatory, and therefore unconstitutional, inasmuch as other classes of motor trucks pay taxes as low as 2.75 per cent.

It is also contended by the truck owners association that its members need not abide by the provisions of the motor vehicle control act of 1925 as in the case of passenger buses, inasmuch as the trucks have no fixed routes or terminals for operations from Minneapolis and St. Paul.

In its answer the state railroad and warehouse commission maintains that the truck lines are common carriers and have a definite

scale of charges and are therefore included in provisions of the act.

It is expected that hearings on the truck companies' applications for certificates of convenience and necessity permitting them to operate on Minnesota highways will not be started by the state commission until November when a number of passenger bus hearings have been completed.

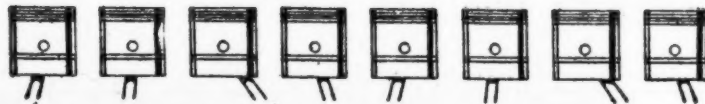
TAXI DRIVERS MUST TOE MARK IN LOS ANGELES

Los Angeles, Sept. 12.—The Los Angeles Board of Public Utilities has laid down the following rules for cab drivers:—

Drivers must take the shortest route between two points in hauling a fare, which means the cabbie must not travel two or more miles while taking a passenger one, more or less.

Stamped receipts showing distance traveled, must be given to each passenger who pays a fare. Meters must be plainly visible so that passengers may see plainly the distance traveled. Failure to observe the regulations will result in fine or revocation of license.

OUTSELLING



EIGHT-IN-LINE

Ride in it—drive it—and you'll know the reason why it's outselling its field.

Never did a car handle as this great eight handles—never did a car thrill its driver with the spirit of buoyant freedom.

Here is a car which is literally irresistible. Drive it, and you'll want to

own it as you never in your life wanted to own a motor car.

Right now, we have a car all ready for you to test out yourself. Come in, get behind the wheel, and drive this Eight as you like to drive a car. That's a real test—and it's a test that will make you say this Eight is the greatest performer and the most delightful car you ever drove.

Because

IT'S OUTPERFORMING

Hupp Motor Car Corporation, Detroit, Michigan

HUPMOBILE EIGHT

USED CAR QUOTATIONS

Compiled for four sections of the country by Automotive Daily News correspondents from Dealers' Buying Prices. Obviously, figures given are averages from the territory indicated. They are offered as guides in buying, and not as exact figures, since local conditions are vital factors in setting used car prices.

Monday: The East
Tuesday: Pacific Coast

TODAY: THE EAST

Wednesday: Middle West
Thursday: South

Make and Models.	Prices, 1925,	Prices, 1924,	Prices, 1923,	Prices, 1922,
APPERSON—6-cyl.				
Tour 5...	750	375	210
Coupe 4...	1000
Sedan 5...	1075	550	350
Brom 5...	1050

APPERSON—Straight 8-cyl.				
Sport 5...	875
Coupe 4...	1225
Brom 5...	1260
Sedan 5...	1275

APPERSON—V-8 cyl.				
Tour 5...	1200
Road 2...
Sedan 5...	1650
Sedan 7...	1750

AUBURN—6-cyl. Models 39-51-43.				
Tour 5...	300	200	100
Spt Tr 5...	650	325	225	100
Coupe 4...	450	200
Coach 5...	900	425
Sedan 5...	450	325	200
Brom 5...	750

AUBURN—6-cyl. Model 66.				
Tour 5...	400	200
Sport 4...	400	225
Brom 5...	775	525	375
Sedan 5...	875

BUICK—4-cyl.				
Tour 5...	250	200	100
Road 2...	200
Coupe 3...	325	250	125
Sedan 5...	325	250	125

BUICK—6-cyl. Standard Six.				
Tour 5...	625
Road 2...	600
Coupe 4...	800
Coach 5...	675
Sedan 5...	800

BUICK—6-cyl. Master Six. 120-inch.				
Tour 5...	750	400	275	200
Spt Tr 5...	775	415	275	200
Tour 7...	425	275	200
Road 2...	735	400	275	200
Cpe 4, M48	600	400	275
Coach 5...	775
Sedan 5...	850	700	350	275

CADILLAC—				
Tour 5...	1500	900	550	400
Tour 7...	850	675	350
Coupe 5...	1950	950	500
Coach 5...	1250
Sedan 5...	1650	1100	800	475
Sedan 7...	1700	1150	900	500

CHANDLER—				
Tour 5...	800	475	275	150
Road 4...	850	525	275
Coach 4...	800
Sedan 5...	975	675

CHEVROLET—Model 490.				
Tour 5...	50
Road 2...
Coupe 4...	75
Sedan 5...	100

CHEVROLET—F. B.				
Tour 5...
Road 2...
Coupe 4...
Sedan 5...	75

CHEVROLET—Superior.				
Tour 5...	275	150	75
Coupe 4...
Coach 5...	300
S'd'nette 5
Sedan 5...	400	275	200

CHEVROLET—Model K.				
Tour 5...	275
Road 2...
Coupe 2...
Coach 5...	300
Sedan 5...	400

CHRYSLER—				
Tour 5...	725	560
Phaeton 5	725	575
Road 4...	850	600
Sedan 5...	875	700
Brom 5...	875	775
Roy Cpe 4	925	725

CLEVELAND—Models 40-41-42-43.				
Tour 5...	550	425	250
Road 2...
Coupe 3...	675
4-D Sed 5	725
Coach 5...	650	650
Brom 5...	775

COLE—				
Tour 7...	900	500	350	175
Coupe 4...
Brom 5...	750	300
Sedan 7...	925	500

COLUMBIA—Light Six.				
Tour 5...	175	100
Road 2...
Coupe 4...	275
Sedan 5...	200

DODGE—				
Tour 5...	475	400	300	250
Road 2...	425	325	275
Coupe 2...	550	475
Sedan 5...	575	500	400
Spec Tr 5	500	450
Coupe 4...	650	550
A-Sedan 5	650	575	400	375
Coach 5...	600

DORT—6-cyl.				
Tour 5...	200
Coupe 5...
Brom 5...
Sedan 5...	275

DURANT—4-cyl.				
Tour 5...	400	300	175
Spt Tr 5...	450	200
Spt Rd 2...	450
Coupe 4...	525	400
Sedan 5...	600	425	225
Coach 5...	500	375

ESSEX—4-cyl.				
Tour 5...	225	150
Coach 5...	250	200

ESSEX—6-cyl.				
Tour 5...	375	250
Coach 5...	400	275

FLINT—Model 40.				
Tour 5...	550	450
Brom 5...	850
Sedan 5...	800

FLINT—Model 55.				
Tour 5...	775	575
Road 2...	525
Spt Tour...	825	625
Coupe 4...	950	750
Brom 5...	1250
Sedan 5...	1075	800

FORD—				
Tour 5...	160	125	65	35
Road 2...	140	90	40	25
Coupe 4...	260	200	135	80
Tudor 5...	280	225	140	110
Fordor 5...	350	250	150	125

FRANKLIN—Models 9-10.				
Tr 5 M 10	1000	500	200	150
Coupe 4...	1100
Brom 4...	1450
4-D Sed 5	1250	900	400

GARDNER—4-cyl.				
Tour 5...	400	300	175
Road 2...	375
Coupe 4...	575	375
Sedan 5...	625	400

GRAY—Models N and O.				
Tour 5...	300	150
Coupe 3...	400	200
Sedan 5...	425	225

HUDSON—				
Tour 7...	625	325	175
Tour 4...	625
Sedan 5...	825	525	375
Coach 5...	625	400	300	250
Sedan 7...	875

HUPMOBILE—4-cyl.				
Coupe 2...	675
Club Sed 5	725	625

JEWETT—				
Tour 5...	625	400	250	150
Coupe 2...	675	500
Spt Cpe 4
Sedan 5...	825	550	375
Brom 5...	750	550

JORDAN—8-cyl.				
Sil Tour 5	625
BlueBoy 4	1200	775	500
PlayBoy 2	1175	750	475	300
Sedan 5...	800	500	300
Brom4-D5	1400	950

LINCOLN—				
Tour 7...	2025	1325	1000	525
Phaeton 7	2025	1325
Coupe 4-5	2375	1725
Sedan 5...	2400
Sedan 7...	2675
Town 7...
Berlin 7...	2550
Limo 7...	2525

LOCOMOBILE—				
Sportlet 4...
Cabolet 5-7	5000
Sedan 5...	5000	2450
Sedan 7...
Limo 7...
Brom 7-4...	5000

MARMON—				
Tour 5...	1525	1075	785
Road 2...	1500
Coupe 5...	1550
Sedan 5...	1825

MAXWELL—				
Tour 5...	400	300	200	100
Clb Cpe 2	450	350	225
Coupe 4...	375
Sedan 5...	550	375
Clb Sed 5	525

MERCER—6-cyl.				
Sport 4...	750
Coupe 4...
Sedan 7...
Raceab't 2

MOON—				
M A Tour...	600	325
2-D Sedan	825	500
Road 4...	650	350
Spt Tour...	650	350
Met Tour...	700	425	125
Sedan 5...	975	625	250
Newport T	725	400	200	125
Sedan 5...	900	600	350
L'n'd'n Sed	1025	725
Tour 4...	800	500	300

NASH—4-cyl.				
Tour	5...	250	175
Coupe	4...
Sedan	5...	325

Dealer Abandons All Listing of Prospects

Salesmen Asked for Results And Nothing Else

In a somewhat radical departure from conventional practice the Aaron DeRoy Company, Hudson-Essex distributor, Detroit, has abandoned all listing of prospects and has put its salesmen on their own. They are free to make sales anywhere, whether the prospect has been called on by another or not. All that is asked for is results. The plan has been in force since the first of the year, and you will be interested in reading how it is working out.

PROSPECTS don't mean a thing; get results any way you see fit, but get results is the attitude taken toward its salesmen by the Aaron DeRoy Motor Company, Hudson-Essex distributor in Detroit and southern Michigan, which has dispensed entirely with all prospect filing systems.

Aaron DeRoy has been in the automobile business for over fifteen years. He has been Hudson-Essex distributor in Detroit for the past three years. He has tried out all the favored prospect filing systems and has worked out some of his own, and has found them all unsatisfactory. Now he has eliminated everything of the kind and put it squarely, up to his salesmen to get results in their own way. Others told him it couldn't be done, but it has been done since the first of this year and it is still being done. Incidentally, DeRoy's sales so far this year are about 100 per cent. ahead of the corresponding period of 1924.

Reports Not Heeded

"We used to employ the prospect filing system commonly used in the industry," W. A. Mortensen, assistant to Mr. DeRoy explained. "Salesmen turned in their daily work sheets, from which prospect cards were made out and filed to come up when the salesmen were to call back on those prospects. Little attention was paid to their reports or their follow-ups, so long as they turned in the reports. The files were accessible to all salesmen. Then we found that some of the men were, faking calls, many were neglecting their back-calls, and arguments over prospects were continually arising among the salesmen.

"So we called the salesmen together and told them frankly that, inasmuch as they insisted on following up their prospects in their own way, regardless of our efforts to assist them, we would put it squarely up to them to do as they saw fit. We would abolish the prospect system entirely. There would be no protection whatever. The man who made the sale would get the commission, regardless of whether some other salesman had called on the prospect before. No excuses would be considered. It would be strictly up to them to produce results in any way they saw fit.

Men Like It

"Some of the men said right then that they were in favor of the plan, and if there has been any dissatisfaction whatever on the part of any salesman since I haven't known of it. The salesmen are relieved of the necessity of submitting daily reports and turning in prospect cards, and we are relieved of maintaining a system that was costing us about \$200 a month, besides the attention and worry involved."

The DeRoy Company now preserves no record whatever of prospects. It is not interested in prospects. What it is interested in is sales. It preserves a record of sales, of course, and Mr. Mortensen has worked out a tentative plan of filing owner-prospects who may be in the market for new cars.

Every one in the organization, from Mr. DeRoy to the newest salesman, claims that the "no prospect" plan works satisfactorily. "The only thing we have

discarded is a routine system that did no good, but encouraged deception and friction," Mr. Mortensen insists. "We are as ready and anxious to help our salesmen now as ever. Just because we have discarded the prospect system doesn't mean that we have cut our men adrift to sink or swim. We co-operate with them in every way possible.

"We still have a retail sales manager, who is looking after them right along, and we go even further than before in the matter of helping salesmen close. In fact, we have a rule that no prospect must be given up as hopeless until the sales manager or some other first-class salesman is given an opportunity to close them."

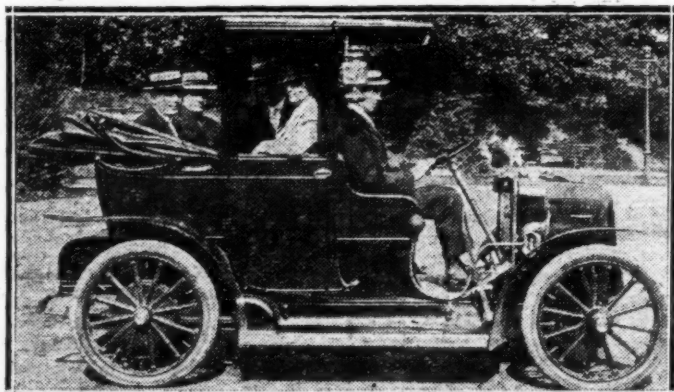
Hold Parades

A unique demonstration is being tried by several Milwaukee automotive companies which is aimed to show the "family spirit" which exists in the General Motors organization there. Each day from 10 until 2 o'clock a parade has been held in the downtown districts consisting of passenger cars, trucks and other motor vehicles.

Historical interest was added to the exhibit with the appearance under their own power of an old "two-lung" Cadillac, 19 years old, and an Oldsmobile built in 1903.

Local business organizations which participated in the demonstration include the Wisconsin Magneto Company, Buick Motor Company, Anger-Chevrolet Co., the local Oldsmobile merchandizing organizations, General Motors Truck Company, Cadillac Auto Company, the Hokenson-Thomson Company (Oakland Dealer), the Frigidaire Sales Company and the Stover Company.

An Ancestor of the Modern Taxicab



A GOOD indication of the progress that has been made in taxicab design is given by this picture of a 1908 model. It was one of several built by Walter Christie, with a view to heavy production. Klaw & Erlanger, theatrical producers, were interested in the new proposition, and they are shown taking a demonstration ride in Central Park, N. Y., along with Major Charles G. Percival, secretary of the American Tourist Camp Association.

Good Equipment Is Needed

By CLYDE JENNINGS

IN all sections of the country one finds a few well-equipped shops, manned by well-informed, ingenious men. The reputation these shops build in their communities is merely an indication of the need for doing repair work properly.

The story of the "Corn Field Canaries," in western Illinois, is fairly familiar. These men, beginning in an old corn crib, have built up a reputation that brings work to them from miles around. Many people in that section of the country never think of taking a car back to the dealer from whom it was purchased, but, as soon as any trouble develops, take it to these men.

Another Example

On the state road somewhere east of Buffalo is another shop of this sort. It is not near any particular town, but it has an inventory of nearly \$5,000 of equipment with which to repair automobiles. The owner of this shop was quite proud of the territory covered by the addresses of his customers and of traveling salesmen and others who stop at his shop regularly for inspection when their business brings them along the road.

Contrast this with the fact that until a few weeks ago, at least, the service department of a distributor for one of the well known popular priced cars in New York did not have any special equipment for grinding valves on cars. There are factory branches in New York for popular priced cars that are handscraping bearings and charging prices accordingly.

It is this lack of equipment for doing good work that makes high prices and puts much service work on a guess basis. Lack of equipment also makes for a heavy turnover in the shops, for men who are capable of good work get tired of the sloppy work they are compelled to do

USES FACTORY HELPS

Loynes Garage, Long Beach, Cal., has found window displays an effective means of advertising tires and accessories when a tie-up is made with the national advertising of the manufacturers whose goods are being featured. When everyone of the companies he represents launches a campaign, the proprietor of this garage follows suit by displaying reproductions of the national advertising and other helps furnished by the factory. His experience has been that his windows are doubly effective when utilized in this manner.

Little Stories About Men You Know

Henry R. Levy

Henry R. Levy, president of the Studebaker Sales Company



of Chicago, left the employ of his father's firm, the S. Levy Carriage Company, just 18 years ago and went to work for the Studebaker branch in Chicago at the modest wage of \$25 a week. That first \$25 check occupies a modest frame in the office of President Levy. It was the first money he had earned selling automobiles.

Mr. Levy, unlike some of his associate salesmen, was content to stay with Studebaker during the years of the E. M. F. and the Garford and rose to the position of star man on the sales staff.

In 1913, when Lafayette Markle and his associates took on the Studebaker as distributors, Mr. Levy was still premier salesman, and he worked with C. R. Dashiell, then sales manager. (Mr. Dashiell later organized the Dashiell Motor Company, now distributors in Chicago for Dodge Brothers).

It was during his association with the Markle company that Mr. Levy came under the observation of factory officials as a salesman who personally sold \$350,000 worth of business in one year. There was no ques-

tion, as a result, when Mr. Markle decided to retire in 1918 that Mr. Levy should be given first choice as his successor. He organized the Studebaker Sales Company and formally made his debut as president of the new firm on January 1, 1919.

About that time proved the turning point in the rising success of the South Bend corporation, as "Studebaker years" followed consecutively. Mr. Levy modestly attributes his personal success to his good fortune in having acquired the agency at that eventful period.

However, even with the tools available it takes genius to accumulate and ability to build. The truth of the matter is that initiative and resourcefulness were Levy characteristics.

While Mr. Levy has been successful to a marked degree in real estate operations, he ascribes the majority of his earnings to the promotion of his automobile company, which now has, in branches and service stations, more than 300,000 square feet in metropolitan Chicago.

Included in this area is the three-story service building of 150,000 square feet at 24th and Federal Streets, which covers the greater part of a city block.

In addition to the branches, the Studebaker Sales Company serves twenty sub-dealers in Cook, DuPage and Will counties. There are 400 employees on the payroll of the concern. The territory absorbs more than 4,500 cars a year.

New Engine Accessories May Be Boon to Service

What effect will the addition of such items of equipment as gasoline filters, air cleaners and oil rectifiers have on service? Will they mean less complaints and fewer of those unprofitable service jobs which must be performed for new owners? In this article an official of a company making a gasoline filter gives his opinion. In coming issues we will present views on the effects of other new engine accessories.

MANY of the new models are coming through with such engine accessories as gasoline filters, air cleaners and oil rectifiers. The attachment of these devices, being a recent development, raises the question as to the possible effect their presence will have on service operations.

Will less unprofitable service jobs and fewer complaints be the rule on cars so equipped?

A representative of a company making one of these items of equipment thinks so. He is F. S. Nea of the Bassick-Alemite Service Corporation, the New York branch of the Bassick Manufacturing Company which makes the Gas-Co-Lator, a gasoline filter used as standard equipment on several 1924 models.

Mr. Nea states that the use of a filter, insuring a clean gasoline supply, will obviate such occurrences as having a small piece of foreign matter hold open the needle valve of the carburetor, necessitating the use of excessive choke, and probably meaning a trip to the service station by the owner. He also holds that with the assurance given by the filter the average owner will meddle less with the carburetor and so have less trouble with its adjustment. Again, the removal of water from the gasoline will do away with one other possible

cause of poor engine performance and owner complaints.

The elimination of one source for the entrance of dirt into the engine will also cut down the necessity of performing trivial service jobs, he believes. The filter removes from the gasoline such foreign matter as road dirt, particles from the lining of the tank and small pieces of hose linings.

This particular filter consists of a cover, a glass gasoline chamber and a chamolite filter held distended by a sheet metal holder. Gasoline drawn from the tank enters through the top and goes down into the glass chamber. Here is entrapped the sediment and any water which may be carried. From the chamber, the gasoline is filtered upward through the chamolite and carried into the vacuum tank.

An indication of the influence which dealers believe a filter has on car operation and the mitigating of complaints is given by the fact that Mr. Nea reports that many dealers whose cars are not equipped with such a device are installing it on all cars that they sell.

I Remember When

"Dealers on New York's row would have been outraged at the suggestion of one-third down and the balance in monthly payments. In those days, all cash, and nothing but cash, was the inflexible rule. In order for a purchaser to take one of those precious old gravel crushers off the sales floor, he had to display a certified check or the actual greenbacks in the full amount.

"As I look back on it now I often wonder that dealers in those days made any sales at all, considering the cars themselves, the comparatively high prices and the absence of anything resembling credit."—J. J. T., New York city.

Personal Paragraphs

Minneapolis, Sept. 12.—Harry E. Pence, president of the Pence Automobile Company, Northwest Buick distributors, has purchased the Lake Minnetonka country home of the late Charles F. Wells, one of the founders of the Brainerd Lumber Company. The home at Carman's Bay is surrounded by 75 acres of land, with a lake shore frontage of 700 feet, large summer home, farm buildings and a caretaker's cottage.

Salem, Mass., Sept. 12.—Harland McPhetres, mayor of Lynn, has become a Salem merchant, having opened a salesroom on New Derby Street for the sale and display of Cleveland and Chandler cars. He has been in this business in Lynn for several years, but this is his first business venture of this nature in the "witch" city.

Sharon, Pa., Sept. 12.—John Hulbert, local Reo dealer, and Mrs. Hulbert have left for a week's motor trip through the East.

Richmond, Va., Sept. 12 (U. T. P. S.).—The Jones Motor Company, Buick distributors, recently entertained the officials of the General Motors Corporation, among whom were President Sloan, Vice-President Donaldson Brown and Vice-President John Pratt. They expressed themselves as "well pleased with conditions in the Richmond territory."

Chicago, Sept. 12.—H. A. Gavin, formerly retail sales manager of the Peerless Motor Car Company of Chicago, has joined the sales staff of the Chicago Pierce-Arrow branch.

Indianapolis, Ind., Sept. 12.—V. A. (Army) Armstrong, secretary and sales manager of E. W. Showalter & Co., auto body rebuilders and Duco representatives, was elected grand chef de gare of Les Societe des 40 Hommes et 8 Chevaux of Indiana at the American Legion convention in Fort Wayne.

Los Angeles, Sept. 12.—G. O. Fries, manager of the Pacific Coast branch of the Gotfredson Truck Corporation, has left for the East on a business trip. He will spend some time at the Gotfredson factory, expediting shipments to

the coast to take care of the large sale expansion in his territory.

Hazleton, Pa., Sept. 12.—William H. Veale, local distributor for Dodge Bros. cars and Hahn trucks, was injured recently when an airplane in which he was a passenger on a trip to Altoona, Pa., encountered a heavy fog en route, and crashed into the side of Buck Mountain, at an altitude of 800 feet.

Davenport, Ia., Sept. 12.—Tracey W. Cox, who formerly conducted an auto agency here and was associated with the Buick Company in Chicago in recent years has been appointed traveling representative for the Buick in Eastern Iowa and Western Illinois.

Chicago, Sept. 12.—Owen Cooley has been promoted to the position of retail sales manager of the Peerless Motor Car Company.

Los Angeles, Sept. 12.—John H. Birkholz has joined Rex Anglin, Inc., Ford dealer, at 1500 Sunset Boulevard, as assistant manager.

Evansville, Ind., Sept. 12.—V. Hughes of Terre Haute has been appointed assistant manager of the Hall-Hagans Company, local Chevrolet representative. J. L. Gossman is manager.

Chicago, Sept. 12.—A. A. Landry and Robert Maypole, for many years Stutz distributors in Chicago and more recently representing the H. C. S. Motor Car Company, are about to retire from the automobile business to enter a new line of endeavor.

New Haven, Conn., Sept. 12.—Robert S. Jacobson of the retail sales section of the local branch of the Flint Company, distributors for the Flint Six car in this territory, has been made assistant manager of the New Haven branch. He is recognized as an authority on used car merchandising.

Norwalk, O., Sept. 12.—Al and Jonas Reamer, who have been doing business at Reamer & Reamer in the Overland Garage, have sold the business to C. H. Koehler and Lester W. Smith, who will be distributors for Overland and Willys-Knight. The Reamer brothers are planning to locate in Florida.

and salesrooms. It will cost about \$5,000.

Roxbury, Mass., Sept. 12.—Work will start this month upon the construction of a 20-car garage for Carl Martin. The building will be of brick, one-story high.

Boston, Mass., Sept. 12.—John C. Kiley and William Odlin, trustees, have sold to the Colonial Oil Company property on which the purchasers plan to erect an oil and gasoline station.

New Haven, Conn., Sept. 12.—Sullivan & McKeown have been awarded the contract to build a garage, shop and showroom, for Harry W. Walker of Bridgeport. The building has been leased to the White Motors, Inc. The plans call for a one-story brick and steel structure.

Fire Losses

San Jose, Cal., Sept. 12.—Fire has completely destroyed the State Highway Garage at Mountain View, a few miles from here, with an estimated loss of \$10,000. Nine cars were burned.

Bankruptcies

Alliance, O., Sept. 12.—Albert Graubard, proprietor of the Auto Parts Company, has filed a voluntary petition in bankruptcy in the Federal Court at Cleveland, with assets of \$1,480.34 and liabilities estimated at \$6,739.44.

Out on the Coast

By John C. Wetmore

Los Angeles, Sept. 12.—Angelenos have had to grin and bear with



John C. Wetmore

philosophic good humor the popular Eastern gibe that they called Uncle Sam's great dirigible Los Angeles, because it was the biggest gas bag in the world. They have been given a comeback smile in the figures published recently of the relative wealth of commonwealths and counties of the United States, as indicated by assessed valuation figures.

They prove to Easterners that Angeleno boasts are not all "hot air," for these figures show Los Angeles county to be second only to New York and only a billion and a half behind the metropolis of the world in taxable wealth with an assessed valuation of \$5,432,667,000 as against little old Manhattan Island's \$6,931,757,849. Even that other "gas bags," Cook county, Ill., with the Windy City as its capital, is forced to take third place in the list, a long way behind the Los Angeles balloon, with its taxable wealth of \$3,931,757,849.

California itself is also the runner-up to New York with a showing of \$13,315,595,768 for the Golden State, as compared with the Empire's State's assessed valuation of \$17,346,635,443. Ohio, Pennsylvania, Illinois and Michigan trailing in this order.

These figures of course mean much for state pride. They mean much more, however, from the Automotive Daily News and motor car industry standpoint from the fact that the number of automobiles in use in the various states follows their wealth relatively quite closely, or at least quite generally determines the order of the states in the number of motor vehicle registrations, as the subjoined figures will indicate.

In setting forth the assessed valuation of the seven leading states in millions I have taken the trouble also to figure out the number of motor vehicles registered to each million of wealth, thinking that their proportions may furnish food for thought and calculation as to the relative propinquity of the various states named to the dreaded saturation point. For instance, it will be seen that the wealthier states are much further behind the general motor vehicle average per million dollars, than are the states further down on the assessed valuation list. Various conclusions may be drawn. I leave it to wiser business analysts of the industry to draw them.

Further conclusions may be drawn from another territorially distributed group of five states as follows:—

Assessed Valuation in Millions	Motor Vehicles Registered per Million	Motor Vehicles per Million of Valuation
United States, \$130,135	17,591,981	145
New York, 17,346	1,412,379	81
California, 12,315	1,319,394	99
Ohio, 10,918	1,241,600	114
Pennsylvania, 9,902	1,228,587	124
Illinois, 8,163	1,119,236	137
Michigan, 7,907	867,545	123

Incidentally, Los Angeles county valuations exceed the combined total of five states named above by about a half a billion dollars.

DEMAND GAS REPORTS

Durham, N. C., Sept. 12.—Regulations governing the sale of gasoline to others than motorists, which require daily reports by the gasoline dealers, were adopted by the city government of Durham as a means of reducing fire risks. The city officials said they realized the rules would cause the gasoline dealers some inconvenience, but regarded the work of making reports of importance to the city as a whole.

Classified Advertising

A SMALL "want-ad" in these classified columns will help you get what you want at least expense and bother to yourself, and in the shortest possible time.

You can now, for the first time in the history of the industry, send your classified advertisement overnight to thousands of automotive trade prospects—with no waste circulation.

Don't wait weeks for results—take the "short-cut" to the men you want to reach. Follow the path of least expense and least worry.

Put your message in words and let AUTOMOTIVE DAILY NEWS be your biggest salesman.

CLASSIFIED RATES

5c a word (per daily insertion)
If 6 consecutive insertions are used, the 6th insertion is free.
If 12 consecutive insertions are used, the 11th and 12th insertions are free. Minimum classified advertisement accepted, 12 words; if display type is used, 18 words. Maximum, as much as you like. Cash, check or money order must accompany all orders.

BUSINESS OPPORTUNITIES

WINSTON-SALEM, N. C.—The Evening Sentinel leads all Carolina cities in AUDITED HOME CIRCULATION. Trade information gladly furnished the National Advertiser. THE TWIN CITY SENTINEL, Winston-Salem, N. C.

IF YOU WANT a partner, additional capital, to buy or sell used equipment, advertise your wants here with the assurance that your advertisement will be seen in the shortest possible time by the men you want to reach.

HERE'S an idea for some live service station.—Why not hook up with a "wide awake" partner with capital, and run a chain of dealer and service stations? A classified ad will help you find the right kind of partner.

THE ADVERTISEMENT below contains 50 words, and at 5c a word will cost you \$2.50.

5 consecutive insertions, the sixth insertion free, will cost \$12.50.
12 insertions, the 11th and 12th insertions being free, will cost \$25.

EXPERIENCED automotive electrician wants to form a silent partnership with live car dealer, tire dealer or garageman; will go anywhere; have all capital needed; what I want is to meet the right man; if you are turning electrical business away, here's a chance to "cash in" on it. Address Box No. X. Y. Z., Automotive Daily News.

EQUIPMENT

RADIATOR COVERS will soon be needed by every car owner. Write us for our money making proposition. Address Box No. 19, Automotive Daily News.

ANTI-FREEZING SOLUTION—Every car owner is a prospect, and there is large profit in our attractive proposition. Dealers and distributors write or wire. Address Box No. 18, Automotive Daily News.

GARAGES

TO FIND the right garage in the right location—or to sell or lease part of your own—advertise your wants here. There is no other publication of any kind which reaches as many trade members directly interested in garages in as short a space of time and as economically as does the Automotive Daily News.

Incorporations

Olympia, Wash., Sept. 12.—Metropolitan Motor Company, Wenatchee, \$15,000; automobiles; successor to Burdick & McMaster.

Gardner Motors of Washington, Seattle; \$48,000; A. R. Johnson, E. B. Peterson and L. G. Raynor.

King's Garage and Service Station, Seattle; \$20,000; operate garage and service station; successor to King & Son.

Springfield, Ill., Sept. 12.—Lawn Manor Motor Sales, 3135 West 63d St., Chicago; \$30,000; buy and sell new and used cars, storage of cars and general garage business; L. E. Drew, Walter H. Seward and C. O. Dudy.

Melrose Park Motor Sales, Inc., 2307 Lake St., Melrose Park; \$50,000; buy, sell, exchange and deal in motor vehicles; Michael Negro, Philip Gartner and Maurice L. Schoeneman.

Felz Motor Sales, Inc., 1143 Diversey Parkway, Chicago; \$10,000; automobiles; Harry Felz and others.

Harry B. Golden Co., Inc., 1565 Milwaukee Ave., Chicago; \$20,000; sell hardware, auto accessories and radios; Harry B. Golden and others.

Richmond, Va., Sept. 12.—Bus Sales Corporation, Richmond; \$500 to \$50,000; deal in motor vehicles

HELP WANTED

WANTED—High-caliber man for secretary of Automobile Dealers' Association in Ohio city of 200,000; must be experienced in publicity, advertising and automobiles. Address Box 32, Automotive Daily News.

THE NEW balloon tire valve with lock nut; no stock complete without this valve inside; dealers' and jobbers' samples on request; a good side line. Address Box No. 24, Automotive Daily News.

MATERIALS

YOUR CLASSIFIED advertisement here will reach daily the industry's largest purchasers of raw materials—cotton, crude rubber, chemicals, glass, hair, all kinds of metals, upholstery, and factory equipment and supplies.

MISCELLANEOUS FOR SALE

TIRE MANUFACTURERS—This machine saves rubber; rubber is scarce, and the saving of rubber has become a hobby among tire manufacturers; their natural preference today more than ever before is for the Hermann machines, which reduce fabric waste to a minimum; our story is not new, but permit us to present it to you now. In the light of present rubber scarcity, it will take on a new meaning. The Hermann Tire Bldg., Machine Co., Lancaster, Ohio.

PARTS

WE HAVE an exclusive jobbers proposition for the only complete standard line of water circulating pumps. A style to fit every purse. Every boiling Ford a prospect. Jobbers write for catalog and proposition. Address Box No. 8, Automotive Daily News.

SITUATIONS WANTED

EXPERIENCED MECHANIC wants employment in service station or up-to-date garage in New York metropolitan district; familiar with all makes of cars; steady, reliable. Address Box No. 23, Automotive Daily News.

THE AUTOMOTIVE DAILY NEWS reaches the important executives every day. It is the best medium for you to use when you desire to make a change or find a new connection without loss of time to yourself.

and accessories; J. Vaughn Gary, president, and Chris Angelbeck, Jr., secretary, both of Richmond, and Michael Hurwitz of Baltimore, Md.

Norfolk, Va., Motor Exchange, Inc.; \$1,000 to \$100,000; deal in automobiles and accessories; B. R. Wrenn, president; I. B. Wicks, secretary, and C. E. Wright.

Highway Transit Corporation of Richmond; \$5,000 to \$25,000; to operate passenger bus service between Richmond and Ashland for which application is pending; C. S. Luck, Ashland, president; Merle Luck, secretary; C. S. Luck, Jr., H. E. McQuire and Leith S. Bremme.

Raleigh, N. C., Sept. 12.—Pendergraft Motor Company, Chapel Hill; \$50,000; automobile dealer; R. N. Pendergraft and H. A. Whitfield. Mitche Motor Company, Durham; \$50,000; general garage and motor sales business; J. C. Mitche, Jr., E. B. Bugg and J. C. Mitche.

Douglas Motor Company, Winston-Salem; \$100,000; automobile dealers; D. H. Blair and J. B. Douglas.

Wiggins Auto Company, Greensboro; \$125,000 with \$1,200 subscribed by W. A. Hewitt, W. M. Ridenhour and J. M. Wiggins; general garage business.

Topeka, Kan., Sept. 12.—Kern Motor Company, Anthony; \$15,000; A. Kern, C. L. Kornick, A. B. Cornick and Inez Kern.

Improvements

Los Angeles, Sept. 12.—Allen L. Leonard Company, Hudson-Essex dealers for the Wilshire-West Adams district, have opened a new downtown used car showroom on Pico Street, this expansion being made necessary by their large volume of sales.

St. Louis, Sept. 12.—The Tevis Motor Car Company, Ford dealers, at 3003 Locust Boulevard, has purchased the adjoining building, giving the firm a frontage of 100 feet by a depth of 135 feet, one of the most spacious Ford showrooms in St. Louis.

Trenton, N. J., Sept. 12.—Frank Radvany, proprietor of the Capitol Radiator and Fender Works, has opened his new factory on Division Street, one of the largest and best equipped of its kind in New Jersey. He started in business five years ago in a little frame shack. His specialty is building and repairing crown fenders, but he does all kinds of automobile sheet metal work.

Memphis, Tenn., Sept. 12.—The Memphis Motor Car Company, Hudson-Essex dealers, is to have a display and salesroom in the new Peabody Hotel with an entrance from the lobby.

Fall River, Mass., Sept. 12 (U. T. P. S.).—The Mohican Garage is erecting an addition to provide extra garage room and new show